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| **Interview Preparation** | **For …** |

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| The Venue | **The venue, and what it expects from the program**:  Why is the host interested in putting on this program? | | | **Date:** |  |
| **Time:** |  |
| **Duration:** |  |
| **Location Type**  Theater  Studio  Online  Classroom  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Medium**  Live Audience  Radio  TV  Recording  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Format**  **One-on-one**: A conversation  **Multiple Guests**: Panel program  **Show and Tell**: Demo  **Documentary**: Post production material  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
| **Purpose of the Interview**  **Promotional:** A conduit for the ‘official version’  **Informative:** Explore, teach and explain  **Persuasive:** Convince or lobby for an outcome  **Narrative:** A story from the point of view of the guest  **Facilitation:** Coming to a conclusion  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | **Possible Story** | | |

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| The Guest(s) |  | **Guest 1**  **Title / Role** | | **Guest 2**  **Title / Role** | **Guest 3**  **Title / Role** |
| **Topic Strengths** |  | |  |  |
| **Possible Basic Issue** |  | |  |  |
| **Red Flags** |  | |  |  |
| **Prohibited Topics** |  | |  |  |
| **What is their expectation of me?** | |  | | |
| **What is their expectation of the audience?** | |  | | |

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| The Audience | **Intended Audience**:  *(Size, age, vocation, field, title, roles, etc.)* | **What is my role and attitude?**  **Everyman:** An audience representative; student  **Director:** The actor’s director  **Fan:** Enthusiast, aficionado, scholar, admirer  **Timekeeper:** Arbiter, facilitator  **Expert:** Guiding themes and teaching points  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Audience’s Purpose of Attending**:  *(What do they want to hear?)* |

|  |  |
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| My Role | **What do I hope for?**: |
| **What is the guest’s expectation of me?**: |
| **What are the audience’s expectation of me?**: |

## Day Of:

|  |  |  |
| --- | --- | --- |
| **Venue Address:** | **Date:** |  |
| **Arrival Time:** |  |
| **Program Start Time:** |  |
|  |  |
| **Parking Instructions (if any):** |  |  |
|  |  |
|  |  |
| **Program End Time:** |  |

## Contact Info:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Email** | **Phone** | **Arrived** |
| **Venue:** |  |  |  |
| **Organizer #1:** |  |  |  |
| **Organizer #2:** |  |  |  |
| **Guest #1:** |  |  |  |
| **Guest #2:** |  |  |  |

## Nits and Details:

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| **Stage**  Staging  Chairs  Tables  Podiums  Clock  Projector Screen  Green Room  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Staging**  Walk the stage  Walk the house  Sound check  Video check  Light check  Powerpoint Check  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | **Materials**  Pen  Paper  Clipboard  Video Camera  Microphone  Water  Business Cards  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Pre-Program Run-Through**  Greet each speaker  Mini speaker conference  How is Q&A managed?  Who is responsible for program timing?  Eat!  Special needs?  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | **Special Requests** | |

## Post Event:

|  |  |
| --- | --- |
| **Followup**  Thank you to the organizer  Thank you to the guests  Link to recording (if any)  Link to program page (if any)  Connect with speakers via LinkedIn  Add to CV  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Notes** |

## Interview Research

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| --- | --- | --- |
| **Confirm a point / topic** | **Cite Evidence** | **Question to uncover new information** |
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## Question Formulations

**QUESTION TYPES**

* **Opening Question**: The boundary between form and emptiness! The questions should be respectful and understated.
* **Power Gush Question**: A redeeming quality of the guest's work and life.
* **Follow-up Question**: Did a new avenue of discussion open up? Did the guest answer the previous question satisfactorily?
* **Hard Question Questions**: Those that could illicit a harsh or negative response.
* **Bingo Question**: A basic issue question, unleashing a stream of consciousness the guest didn't know was there (Spielberg).

**QUESTIONS THAT**

1. **Acknowledge appreciation of guest’s work**
2. **Introductions amongst the guests**
3. **Establish your role**
4. **Describes the audience**
5. **Explains the format**
6. **Demonstrates range of content**
7. **Connects between panelists**
8. **Displays knowledge of the field**
9. **Helps frame the answer**
10. **Put the guest at ease**

# Preamble Introduction

Hello and welcome!

# Guest Introduction

We have with us today…

# Possible Opening Question

# Topic 1

* Q1
* Q2
* Q3

# Topic 2

* Q1
* Q2
* Q3

# Talk Conclusion Notes

# Summary of Key Points

# Ending Call to Action

# Thank you to…

* Venue
* Hosts
* Sponsors
* Guests