|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 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**  **Interview:** One-way  **One-on-one**: A two-way conversation  **Multiple Guests**: Panel program  **Documentary**: Post production material  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
| **Purpose of the Program**  **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  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | **Motivation for why me (instead of someone else)?** | | |

|  |  |  |
| --- | --- | --- |
| The Audience | **Intended Audience**:  *(Size, vocation, fields, titles, roles, age, etc. )* | **What does the audience want to hear?**  *(topic area, etc.)* |
| **Audience’s Expectation of Attending**:  *(What does the audience hope to learn?)* | **Prohibited Topics** |

|  |  |  |
| --- | --- | --- |
| My Role | **What do I hope for?** | **What are my red flags?** |
| **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  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Are there others on stage and what is their role/expertise?** |
| **Learning Objectives** | **Key Points** |
| **Possible Story** | |

## 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:** |  |  |  |

## Nits and Details:

|  |  |  |  |
| --- | --- | --- | --- |
| **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  Clicker  Video Camera  Microphone  Water  Business Cards  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Pre-Program Run-Through**  Greet the host  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** |

## Possible Narratives

**Storytelling**

* Once Upon a Time …
* Every Day …
* Until One day …
* Because of that …
* Because of that …
* And ever since then …

**Motivational**

* Why this?
* Why us?
* Why now?

**Curiosity**

* Why?
* What if?
* How?

**Futurists**

* What's possible?
* What's probable?
* What's preferable?

**Thankful**

* Appreciations
* New Information
* Puzzles
* Problems with Solutions
* Hopes and Dreams

**Basic Emotions**

* I secretly love …
* I secretly hate …
* … makes me cry.
* … makes me angry.

**Passion**

* I get overly excited by …
* I pretend to care about … but I really don't.
* I pretend I don't care about … but I really do.
* I worry people will find out about …

**Talking Points**

* Talking Point 1
  + A
  + B
  + C
* Talking Point 2
  + A
  + B
  + C
* Talking Point 3
  + A
  + B
  + C