

TAILORING YOUR EVENT With Jeff Jacob & The SONG Team

Please answer the following questions to the best of your ability in order to assist our team in providing the most impact for your attendees.

- 1) If there is a theme/main goal to your event, please share that here.
- 2) What is the mission of your organization/Department?
- 3) What are the biggest challenges currently facing your industry? Your organization? This department or silo
- 4) How much space is dedicated in your organizational offices to open/collaborative workspace? Is this space used often? Effectively?
- 5) What are the biggest frustrations on a daily basis for your organization or department?
- 6) What are the primary roles/titles of the attendees at this event? (Executives, IT, Cross-section of management etc.)
- 7) Who are your primary competitors?
- 8) What do you call your customers/users?
- 9) How empowered on a scale of 1-10 do your employees or attendees feel, to do whatever it takes to make your customers/members/patients happy?
- 10) Out of the following focus points, which are the 2 most important to your team at this time?
A) Creating a culture of listening B) Promoting active collaboration C) Bringing a creative idea to life D) Overall employee engagement/empowerment to reduce long-term turnover

LOGISTICS

What is the dress for your meeting?

What are the names and cell phones of our 1st and 2nd primary contacts for this event “on the ground?”

What is the address and name of venue “room” in which event will be occurring?

How far from the event venue, is the hotel? What is address of the hotel?

Will Ground Transportation be provided, and if so through what means?