Know your audience: questions to ask the organiser

Ask these before you write a word, and keep the answers with your talk notes.

The answers decide your opening, your examples, your length and what you can safely say. Anything the organiser cannot answer is a question to raise again before the day.

Who is in the room

- [ ] **Who is in the room, and what are their roles and seniority?**
  An organiser who knows the mix can usually tell you.
- [ ] **Which sector are they from?**
- [ ] **How many people are expected?**

Previous speakers and the programme

- [ ] **Can I have the names of previous speakers?**
  Watch their recordings or read any feedback.
- [ ] **Can I have the programme?**

Your slot and the running order

- [ ] **What is my exact slot, and how long is it?**
- [ ] **What comes immediately before and after me?**
  Timings in event guides and social posts often differ, so confirm on arrival.

The stage

- [ ] **What is on the stage: the screen, the microphone, the lighting and any furniture?**

Filming and streaming

- [ ] **Is the session filmed, streamed or recorded?**
- [ ] **Who owns the footage?**

The introduction

- [ ] **Who introduces me?**
- [ ] **Can I write the introduction myself?**
  See the template 'Write the introduction the MC will read'.

Questions

- [ ] **Is there a question session, and how is it run?**

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Send it with the booking

Send this checklist as soon as you have the booking, and file the answers with your talk notes. Write the date you asked and the date you heard back beside each answer.

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