



**conference
toolbox**

General

What is the intended goal at/of the event? _____

What kind of event is it? _____

What is the composition of the event attendees? _____

Theme

What is the theme of the event? _____

What is the designated presentation topic? _____

Is the speaker's topic current / relevant? _____

Is the speaker suited to the goal of the event? _____

Language

Presentation language (is an interpreter/translator required?) _____

Experience

What expertise/experience does the speaker need? _____

Speaker's name recognition/appeal? Which is more important – name recognition or content?

Is the speaker acceptable to the attendees? (if in-house speaker, e.g. department head)

Do the attendees identify with the speaker? (if in-house speaker, e.g. department head)

Who can stand in if required, e.g. in case of illness (alternative speakers)? _____

Costs

How high is the available fee? EUR _____

Are there any additional costs (travel costs, transfers etc.)? If so, which?

Hotel room EUR _____

Air/train travel EUR _____

Meals EUR _____

Transfer to the venue EUR _____

Clarifying and researching all these items is complex and time-consuming.
The Conference Toolbox partners are happy to advise and assist you.
Benefit from our partners' expertise.