

SPEAKER DISCOVERY WORKSHEET

Event Strategy & Audience Alignment Guide

Christopher D. Moore

Speaker. Storyteller. Educator. Marine Veteran.

This worksheet is designed to bring structure and depth to a speaker discovery conversation. Use it to clarify goals, understand the audience, identify risks, align expectations, and shape a message that serves the room well.

SECTION 0 | EVENT DETAILS

Event / Organization	
Contact Person	
Date of Conversation	
Event Date	
Location / Format	<input type="checkbox"/> In-person <input type="checkbox"/> Virtual <input type="checkbox"/> Hybrid
Requested Speaking Length	

SECTION 1 | EVENT OVERVIEW

What type of event is this?

- | | |
|---|---|
| <input type="checkbox"/> Conference | <input type="checkbox"/> Retreat |
| <input type="checkbox"/> Corporate Training | <input type="checkbox"/> Leadership Event |
| <input type="checkbox"/> Faith-Based Event | <input type="checkbox"/> Men's Event |
| <input type="checkbox"/> Business Group | <input type="checkbox"/> Toastmasters |
| <input type="checkbox"/> Workshop | <input type="checkbox"/> Other |

Notes:

What is the theme or purpose of the event?

Why are you bringing in a speaker for this event?

What would make this event feel successful to you?

What has worked well at previous events?

What has not worked well at previous events?

SECTION 2 | THE REAL GOAL BEHIND THE TALK

At the end of the presentation, what do you want people to think, feel, or do differently?

Think:

Feel:

Do:

Is the primary goal to:

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> Educate | <input type="checkbox"/> Inspire |
| <input type="checkbox"/> Motivate | <input type="checkbox"/> Challenge |
| <input type="checkbox"/> Equip | <input type="checkbox"/> Heal |
| <input type="checkbox"/> Entertain | <input type="checkbox"/> Build morale |
| <input type="checkbox"/> Drive action | <input type="checkbox"/> Create discussion |
| <input type="checkbox"/> Other | |

Notes:

What problem are you hoping this talk helps address?

Is there a specific message you already know the audience needs to hear?

Is there anything you want me to reinforce?

Is there anything you want me to avoid?

SECTION 3 | AUDIENCE PROFILE

Who will be in the room?

Approximate number of attendees:

Age range:

Gender mix:

Professional background:

Faith background (if relevant):

What does this audience have in common?

What are they currently struggling with?

What pressures are they carrying right now?

What are they tired of hearing?

What are they hungry to hear?

How open is this audience likely to be?

- Very open
- Guarded

- Somewhat open
- Mixed

- Skeptical

Why?

SECTION 4 | AUDIENCE EMOTIONAL CLIMATE

This section matters because the same message can land very differently depending on the emotional state of the room.

What is the mood of the audience coming into this event?

- | | |
|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> Energized | <input type="checkbox"/> Burned out |
| <input type="checkbox"/> Discouraged | <input type="checkbox"/> Skeptical |
| <input type="checkbox"/> Grieving | <input type="checkbox"/> Hopeful |
| <input type="checkbox"/> Divided | <input type="checkbox"/> Searching |
| <input type="checkbox"/> Pressured | <input type="checkbox"/> Other |

Notes:

Has this group experienced anything recently that may affect how they receive the message?

Examples: leadership change, loss, conflict, layoffs, church issues, business challenges, health concerns, community trauma, major wins, major setbacks.

Are there any sensitive topics I should be aware of?

Are there words, phrases, or examples that may not land well with this audience?

SECTION 5 | DESIRED TAKEAWAYS

What are the top 3 takeaways you want people to leave with?

1.

2.

3.

What would you love for someone to say afterward?

"I'm so glad Chris said..."

"I finally realized..."

"I need to..."

Should the takeaway be more:

- | | |
|-------------------------------------|--|
| <input type="checkbox"/> Practical | <input type="checkbox"/> Inspirational |
| <input type="checkbox"/> Reflective | <input type="checkbox"/> Action-oriented |

SECTION 6 | FIT WITH MY SPEAKING TOPICS

Which topic seems most aligned with your event?

- Burned Out. Broken Down. But Not Done.
- The Hidden Cost of Carrying Everything Alone.
- From Survival Mode to Fully Alive.
- Forged Under Pressure.
- Faith, Grit, and the Comeback.

Topic notes: Burnout, adversity, leadership fatigue, personal rebuilding, high-capacity leaders, wellness, faith, pressure, discipline, resilience, and hope.

Best fit:

Do you want the message to lean more toward:

- | | |
|---|--|
| <input type="checkbox"/> Personal story | <input type="checkbox"/> Leadership |
| <input type="checkbox"/> Faith | <input type="checkbox"/> Business |
| <input type="checkbox"/> Resilience | <input type="checkbox"/> Health |
| <input type="checkbox"/> Humor | <input type="checkbox"/> Challenge |
| <input type="checkbox"/> Encouragement | <input type="checkbox"/> Practical tools |

Notes:

SECTION 7 | TONE AND BOUNDARIES

What tone would serve this audience best?

- | | |
|---|--|
| <input type="checkbox"/> Warm | <input type="checkbox"/> Funny |
| <input type="checkbox"/> Challenging | <input type="checkbox"/> Inspirational |
| <input type="checkbox"/> Reflective | <input type="checkbox"/> Direct |
| <input type="checkbox"/> Faith-forward | <input type="checkbox"/> Professional |
| <input type="checkbox"/> Conversational | <input type="checkbox"/> High-energy |

Notes:

How much humor is appropriate?

- | | |
|--------------------------------|-----------------------------------|
| <input type="checkbox"/> Light | <input type="checkbox"/> Moderate |
| <input type="checkbox"/> A lot | <input type="checkbox"/> Minimal |

Notes:

How direct can I be with the audience?

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> Gentle | <input type="checkbox"/> Balanced |
| <input type="checkbox"/> Very direct | <input type="checkbox"/> Challenge them strongly |

Notes:

For faith-based events - how explicit should the faith component be?

- None
- Light references
- Biblical principles
- Scripture included
- Direct gospel-centered message

Notes:

Are there denominational, cultural, organizational, or theological sensitivities I should honor?

SECTION 8 | EVENT FLOW AND LOGISTICS

Where does my talk fit in the overall event schedule?

- Opening keynote
- Closing keynote
- After meal
- Other
- Mid-event session
- Breakout
- Before fundraiser

Notes:

What happens immediately before I speak?

What happens immediately after I speak?

Will there be Q&A?

- Yes No Maybe

If yes, how long?

Will there be a host, emcee, or moderator? Name:

Host / emcee contact:

Do you need an intro script, bio, headshot, topic description, or promotional copy?

- Yes No

Items needed:

SECTION 9 | ROOM, STAGE & TECHNICAL DETAILS

Speaking format:

- | | | |
|---------------------------------------|------------------------------------|---|
| <input type="checkbox"/> Stage | <input type="checkbox"/> Platform | <input type="checkbox"/> Floor level |
| <input type="checkbox"/> Classroom | <input type="checkbox"/> Boardroom | <input type="checkbox"/> Church sanctuary |
| <input type="checkbox"/> Banquet room | <input type="checkbox"/> Virtual | <input type="checkbox"/> Hybrid |

Room setup:

- | | | |
|----------------------------------|--|------------------------------------|
| <input type="checkbox"/> Theater | <input type="checkbox"/> Round tables | <input type="checkbox"/> Classroom |
| <input type="checkbox"/> U-shape | <input type="checkbox"/> Sanctuary seating | <input type="checkbox"/> Other |

Microphone:

- | | | |
|-------------------------------------|-----------------------------------|----------------------------------|
| <input type="checkbox"/> Handheld | <input type="checkbox"/> Lavalier | <input type="checkbox"/> Headset |
| <input type="checkbox"/> Podium mic | <input type="checkbox"/> No mic | |

Visuals:

- | | | |
|---|---|-----------------------------------|
| <input type="checkbox"/> Slides | <input type="checkbox"/> No slides | <input type="checkbox"/> Optional |
| <input type="checkbox"/> Screen available | <input type="checkbox"/> Confidence monitor available | |

Audio/video recording?

- | | | |
|------------------------------|-----------------------------|---------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Unsure |
|------------------------------|-----------------------------|---------------------------------|

Will there be a photographer or videographer?

- | | | |
|------------------------------|-----------------------------|---------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Unsure |
|------------------------------|-----------------------------|---------------------------------|

Any restrictions on movement, stage space, or interaction?

SECTION 10 | AUDIENCE ENGAGEMENT

How interactive should this be?

- | | | |
|--|--|-------------------------------------|
| <input type="checkbox"/> Lecture only | <input type="checkbox"/> Light interaction | <input type="checkbox"/> Table disc |
| <input type="checkbox"/> Guided reflection | <input type="checkbox"/> Workshop style | <input type="checkbox"/> Q&A heav |

Are attendees comfortable participating?

- | | | |
|---------------------------------|-----------------------------|--------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Mixed |
| <input type="checkbox"/> Unsure | | |

Would written reflection, discussion questions, or a handout be helpful?

Should I include a call to action?

- | | | |
|------------------------------|-----------------------------|--------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Maybe |
|------------------------------|-----------------------------|--------------------------------|

If yes, what action should they take?

SECTION 11 | POTENTIAL PROBLEMS AND PITFALLS

This is one of the most important sections for you as the speaker.

What could go wrong if the message misses the mark?

Has this audience ever reacted poorly to a speaker before?

Yes

No

Unsure

If yes, what happened?

Are there internal conflicts, leadership dynamics, or organizational issues I should be aware of?

Is there anything the audience may be resistant to hearing?

Are there any "third rail" topics I should avoid?

Are there people in the room whose expectations matter most?

Board members

Pastor

Donors

Senior leaders

CEO

Sponsor

Veterans

Event committee

Who and why?

SECTION 12 | SUCCESS MEASUREMENT

How will you know the talk was successful?

Are you hoping for:

- | | |
|--|--|
| <input type="checkbox"/> More engagement | <input type="checkbox"/> More signups |
| <input type="checkbox"/> More morale | <input type="checkbox"/> More reflection |
| <input type="checkbox"/> Better leadership | <input type="checkbox"/> Better communication |
| <input type="checkbox"/> Spiritual encouragement | <input type="checkbox"/> Stronger team culture |
| <input type="checkbox"/> Other | |

Will you collect feedback after the event?

- Yes No Maybe

Would you be willing to provide a testimonial if the event goes well?

- Yes No Maybe

SECTION 13 | PROMOTIONAL POSITIONING

How should we describe this talk to your audience?

What would make people excited to attend?

What should the promotional copy emphasize?

- | | | |
|--------------------------------|---|--|
| <input type="checkbox"/> Story | <input type="checkbox"/> Inspiration | <input type="checkbox"/> Practical tools |
| <input type="checkbox"/> Faith | <input type="checkbox"/> Resilience | <input type="checkbox"/> Leadership |
| <input type="checkbox"/> Humor | <input type="checkbox"/> Transformation | <input type="checkbox"/> Other |

Are there any words or phrases that would attract this audience?

Are there any words or phrases that would turn them off?

SECTION 14 | CUSTOMIZATION NOTES

Are there stories, examples, statistics, Scriptures, themes, or organizational language you would like included?

Are there specific people, events, or milestones I should acknowledge?

Is there anything unique about your organization, culture, or audience I should understand?

SECTION 15 | BUDGET AND BOOKING DETAILS

Have you set a speaker budget for this event?

Yes

No

Still deciding

Budget range:

Will travel, lodging, meals, or mileage be covered if needed?

Yes

No

To be discussed

Who makes the final booking decision?

What is the decision timeline?

What are the next steps after this conversation?

SECTION 16 | SPEAKER ALIGNMENT SUMMARY

After the conversation, fill this out for yourself.

Best topic fit:

Primary audience need:

Main emotional tone needed:

Biggest opportunity:

Biggest risk or pitfall:

What I need to clarify before saying yes:

My recommended direction:

SECTION 17 | RED FLAGS TO WATCH FOR

Use this section privately. These are not necessarily deal breakers, but they are signs to slow down and ask better questions.

- They cannot explain the goal of the event.
- They only want “motivation” but cannot define what outcome they want.
- They say, “Just come inspire people,” but give no audience context.
- They have major internal conflict and expect the speaker to fix it.
- They want a faith-based message but are unclear about boundaries.
- They want you to avoid every meaningful topic.
- They want a highly customized talk but have a very low budget.
- They are vague about decision-makers.
- They are disorganized with logistics.
- They expect you to sell from the stage without telling the audience.
- They want a topic outside your lane.
- They are not respectful of your time or preparation.
- The audience and the requested topic do not match.
- The event flow sets you up poorly, such as speaking after a heavy meal, long awards ceremony, or emotionally draining segment.
- They are asking for therapy, counseling, legal advice, or pastoral care instead of a speech.

SECTION 18 | GREEN FLAGS TO LOOK FOR

- They know their audience well.
- They can clearly describe the desired outcome.
- They are honest about audience struggles.
- They value preparation and customization.
- They understand that a good talk is more than entertainment.
- They are clear about budget, logistics, and timeline.
- They see the speaker as a strategic partner, not just a program filler.
- They are open to your recommendation on topic, tone, and structure.
- They care about takeaways, not just applause.
- They are willing to promote the talk properly.
- They can identify what success looks like.

SECTION 19 | MY POST-CALL EVALUATION

Is this event a good fit?

- Yes No Maybe

Why?

Do I feel clear on what they need?

- Yes No Somewhat

What is still unclear?

What would I need in order to serve them well?

Should I accept, decline, or redirect?

- Accept Decline
 Redirect Need more information

Follow-up needed:

- Send topic recommendation Send speaker packet
 Send quote Send agreement
 Schedule second call Request more audience details
 Request event agenda Request tech/logistics contact
 Other

SECTION 20 | FINAL RECOMMENDED MESSAGE DIRECTION

Based on this conversation, the talk should help this audience:

The core message should be:

The audience should leave with:

Potential title/topic:

Suggested closing call to action:
