

## Steve Ticknor

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**From:** Steve Ticknor <sticknor29@gmail.com>  
**Sent:** Thursday, January 30, 2020 8:22 AM  
**To:** Steve Ticknor  
**Subject:** Fwd: Speech Questionnaire  
**Attachments:** Speech Writer's Questionnaire.docx

----- Forwarded message -----

**From:** EZ Speech Writers <[writers@ezspeechwriters.com](mailto:writers@ezspeechwriters.com)>  
**Date:** Thu, Jan 30, 2020, 8:19 AM  
**Subject:** Speech Questionnaire  
**To:** <[sticknor29@gmail.com](mailto:sticknor29@gmail.com)>

Hello Steve:

Thank you for your recent order. I have attached a questionnaire. Please complete it with full answers and as much information as possible to enable us to write your speech. Then, reply to this email with the completed questionnaire attached. Thank you!

We are happy to assist you and welcome any additional questions you may have.

Sincerely,

Kathy Hatter  
Administrative Services Director  
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*EZ Speech Writers*

*Client Questionnaire*

Please answer all questions that apply to your speech. The more details and information we have, the better we can tailor your speech to your audience. **Failure to answer applicable questions may delay completion of your speech.**

1.) Event date Feb 20 Date by which you need to receive the speech? Feb 10/11

2.) What is the location/venue (a hotel banquet room, school auditorium, business meeting room, stadium, press conference, park, place of worship, etc.)? hotel banquet room

Does the venue have a name (such as: West High School, Thompson Arena, Moonlight Wedding chapel, City Hall, etc.)? Potawatomi Inn Conference Center

3.) Name of person delivering speech (if client enter same) same, Steve Ticknor

4.) Full name(s) of person(s), being honored or celebrated? This is for our annual sales conference which will be my first as president of the company. I want to introduce myself as such and congratulate the top sales people from 2019 and give a short motivational message for 2020

Provide the title(s) (groom, bride, retiree, veteran, graduate, etc.) \_\_\_\_\_

Tell us about the person: (more room at bottom of page if necessary) \_\_\_\_\_

5.) Are there specific memories, events, or incidents, (humorous/serious), that the speaker and the honoree share/shared and that should be woven into the speech?

6.) Relationship between speaker and person, persons, or group, being recognized (i.e. boss, teacher, alumnus, brother, friend, maid of honor, etc.) \_\_\_\_\_

6.) Where is the event (i.e. New England, west coast, Rocky Mountains) The conference center is in Angola, Indiana \_\_\_\_\_ and does the weather or location factor into the speech event? Not really

7.) How many people will be in attendance? approx. 150 How is the audience comprised (students, student graduates, parents, family, friends, employees, wedding party, business clients or associates, etc.)? Business employees and some spouses

8.) What type of speech, or combination of types of speech do you want to deliver (sentimental, humorous, informative, heartwarming, inspirational, empathetic, celebrative, serious, dramatic with flare, storytelling, political, reminiscent, some poetry, a professional presentation)? Referring to #4 above, it can be a combination of celebration, motivation and some humor if possible. The company is a 114 year old roofing business head quartered in Battle Creek, MI and I will be the 4<sup>th</sup> generation to run it along with my brother-in-law. He will be the senior V/P.

9.) Do you want the speech to be an incentive for your audience to do anything? If so, please explain.

See

#10 \_\_\_\_\_

10.) Are there any thoughts, feelings, emotions, that you would like your audience to experience after the speech/address/presentation? \_Yes, I would like to leave them with the feeling that the company is in good hands and headed in the right direction. Additionally, I want them to be motivated to reach their sales/performance goals in

2020 \_\_\_\_\_

FINALLY: Please tell us any additional anecdotes, personalities, statistics, that may add to the depth of the speech/presentation? I would like to remind them of the company's core values which are:  
Integrity, Safety and Quality

Thank you: *E Z Speech Writers*

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