Completed Questionnaire for Monica Johnson’s Speech

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Order Date: April 14, 2019

Speech length: 2-5 minutes

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| **1. To what size group will the speech be delivered?** Small 30 – 60 people |  |
| **2. The speech will be delivered to a group made up of mostly?** Business Associates & Administrative Assistants |  |
| **3. Where will the event be held?**Conference room at an area hotel |  |
| **4. What kind of speech do you want?**Motivational, heartwarming, and appreciative |  |
| **5. Is there a key person(s) to whom the speech will be given? Tell us their name(s) and a little about his/her personality.**The administrative professionals across the organization.  |  |
| **6. Please share information about events or memories you have together that you would like mentioned in the speech.** The topic of the speech is “It All Starts with You” and I will be addressing administrative assistants during an event honoring Administrative Professionals. |  |
| **7. What do you want your audience to think or feel as a result of experiencing your presentation?**The senior leadership team appreciates everything the administrative staff does for the organization. Our success starts with them. I want the administrative professionals to feel motivated and inspired as a result of the speech. I also want them to feel appreciated. The topic of the speech and the theme for the event is “It All Starts with You”. The better they are the better we are. |  |
| **8. Is there an action that you would like your audience to take as a result of experiencing your presentation?**Maybe – I want them to be the best they can be. I want them to invest in themselves because an investment in themselves is an investment in us/the organization.  |  |
| **9. What is your deadline for delivering the speech?**April 14, 2019 |  |
| **10. Finally, please provide your speechwriter with any additional information you would like to have included in your speech. Include all information you feel is essential to your speech.** |  |

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The speech I am requesting is opening remarks for an Administrative Professional Day event. The theme/topic is “It All Starts with You.” The audience is approximately 30-60 administrative assistants and professionals from across the organization along with several members of the executive team. The speech should be upbeat and should emphasize the important role admins play in getting things done.