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BACK TO BASICS WITH e-KHULUMA

I undertake to deliver a world class intervention, however I need to understand your requirements and expectations. Most events involve many people, their time and the direct costs of the venue and the event as a whole. This **investment** is often quite substantial. Therefore, one should plan this as carefully as any other investment of such magnitude. Please answer the following questions, before we proceed with this opportunity:

1. **Why the need** exists (**purpose**) of the intervention and what is the type of event (Workshop, conference, Bosberaad, Indaba, motivational, reward function, etc.)?
2. Define the **specific outcome** in SMART terms. How are you measuring success?
3. **What do you expect** from me, both in terms of results and behavior (Fun, challenging, anecdotal, controversial, etc.)?
4. What is the **theme** and logo of the event and what are some of the current safety **challenges and focus areas** in your company – what keeps you awake at night?
5. What are the **audience** size and composition (gender, age, race, workers, managers, functions, etc.) and the name and title of the senior leader?
6. What **date, time** and for **how long** do you want me to speak and what **venue** are you planning to use?
7. What similar events have you had in the past and who else have you used as a paid **guest speaker** at previous events?
8. What **pre-work** are you planning for the delegates and what **take-away** will the delegates receive to **sustain** the inspiration I will generate?
9. Are there any **budget** constraints I need to be aware of and how will the decision to hire a speaker be made?
10. Anything else **you need from me** in order to make a decision? Does my company have to be registered as an **approved vendor / supplier** with your company and what is the **process**?

MY SAFETY GOSPEL

These three: 'Systems, equipment and people – but the greatest of these is people.'