

**{PRE-EVENT INFO}**

**PURPOSE**

The responses you give to these questions will enable Holley to provide a customized presentation for your group. **The goal of these questions is to increase value of the program - thank you!**

**HOW TO FILL OUT AND RETURN**

Please fill out this form as completely as possible and then email to [holley@h2ecodesign.com](mailto:holley@h2ecodesign.com).

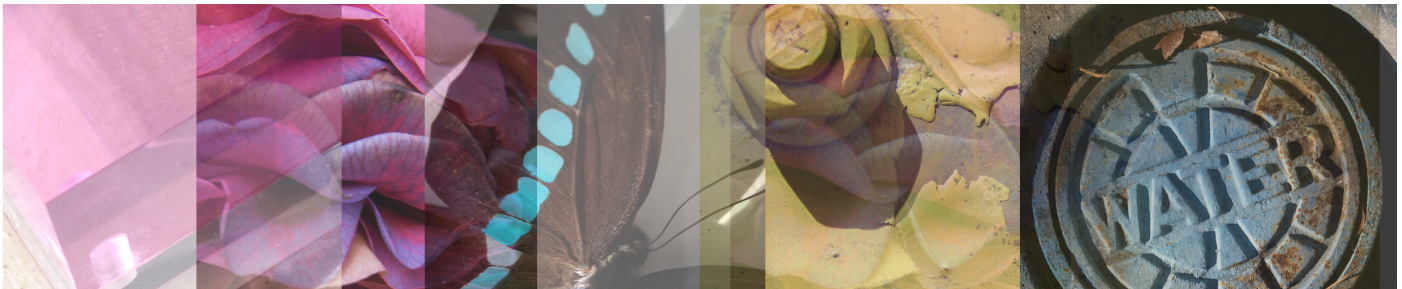
**PROVIDE**

Please provide a copy of all pertinent marketing material - people / products / service. This may include:

- Meeting announcement / advertising / agenda
- Corporate Sustainability Report
- Promotional information / Media about your organization
- E-letter / newsletter / trade publications
- Anything else you'd like to share

**CONTACT INFO**

Name:  
Title:  
Address:  
Office phone:  
Cell phone:  
Email:  
Website:  
Social Media:



What is your organization most proud of and/or what makes you unique?

What are the current challenges of your organization?

Describe the organization's customers.

How will you measure Holley's success?

How did you hear about Holley?

What prompted you to hire Holley for the event?

- Demonstrated expertise
- Bureau or colleague recommendation
- Book written by Holley
- Video preview
- Heard Holley speak

**LOGISTICS - EVENT / AIRPORT**

Event date:  
Event location:  
Event address:  
Event phone:  
Event meeting room name:  
Closest airport:  
Distance from meeting (and/or) hotel(approximate miles and minutes):

**LOGISTICS - HOTEL**

Hotel name:  
Hotel address:  
Hotel phone:  
Hotel confirmation #:

**HOTEL:**

- If hotel is needed, please reserve a non-smoking room for the night prior to the event direct billed to the master account
- Guarantee for a late arrival
- Holley typically arrives the night prior and departs following the presentation
- We will email Holley's flight itinerary prior to the event

**AUDIENCE INFO**

Who is your audience? If a mixed group, give a sense of the range of diversity.

Describe the market conditions of the industries represented

What is the best way to get from the airport to the hotel

- Someone will meet Holley at airport - Name / Location:
- Taxi
- Arranged car service
- Other

**RESOURCES**

Often clients are interested in providing Holley’s book *Becoming a Green Building Professional* as an extended value and impact of Holley’s presentation. Are you interested in discussing this option?

Yes / No / Maybe

**WEB LINKS + SOCIAL MEDIA**

It is often helpful to create links from your website to ours - links include:

- [www.holleyhenderson.com](http://www.holleyhenderson.com)
- [www.h2ecodesign.com](http://www.h2ecodesign.com)
- Facebook business
- Linked in personal
- Linked in business
- Twitter
- You Tube

