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Basic Questions to Brand the awareness of your event or Organization

CLIENT VISIT / PROGRAM CHECKLIST

Questions/ Information to uncover

- Describe your ideal client or target contact
 - Job title
 - Gender
 - Age Demographics
 - Hot buttons or emotional triggers
 - When is the event scheduled to launch?
 - One time event or ongoing?

Get update your current situation

- What are your top 3 goals/ initiatives/ priorities for *the upcoming year*?
 - 1.
 - 2.
 - 3.
- What are your goals specific *to this project*?
 - 1.
 - 2.
 - 3.
- What have you done in the past that's been successful?
- How did you measure that success?
- Related to your marketing what have been your specific challenges?
 - 1.
 - 2.
 - 3.
- What are you doing to address them?
- What is working?
- What is not working?
- What would success look like to you moving forward...specifically?

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- What one or two messages you would want the target audience to remember or retain?
 - 1.
 - 2.

When discussing particular program or yearly events

- What is/are the objective (s) goals for the event?
- Event Name - Delivery Date

CLIENT VISIT / PROGRAM CHECKLIST

- What is the story behind this event?
- Implementation Strategy/Tactics
- What is the Theme - if any ... no theme
- Desired Outcomes/Goals
- What information do you wish to receive from your target

As it relates to your strategic partner relationships

- What are your specific expectations?
- What is the best way to communicate with you?
 - Email
 - Phone
- What is the next step that makes the most sense?

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