Market Profile: Questions you should be prepared to discuss during your EMMS promotional marketing consultation. These questions will help determine effective and efficient methods to achieve specific project goals.

Your Name, Title, Phone, Fax & e-mail:

Name of Conference, Workshop, Program, Course:

Similar programs available from other sources (if yes, where and how does your program compare?):

Sponsors / Departments / Planning Committees:

Description (include objectives):

Any Requirements:

Certification, CEU, ISU college course credit Information:

Cost:

Who is the Audience and Why They Should Want to Attend (demographics: male, female, age, geographic location, occupation, etc):

Speakers / Instructors:

What are the Benefits (in order of significance…first listed being the biggest benefit):

After participating in the program, what should the audience think, know, feel, do:

Registration Details:

Schedule-Agenda: Dates / Day of Week / Times / Topics / Speaker:

Check-In Time:

Change in Plans:

Directions and Parking:

Special Needs:

Emergency Messages:

Tax Deduction:
Location/Delivery Method:

For Additional Information Contact (name, phone, fax, website, e-mail):

What is the action you want people to take after reading the material(s):

Describe the overall “look and feel” you have in mind for the material(s) (academic/professional, whimsical, look like university marketing materials. Use bright colors, earth tones, any specific colors associated with the program):

Suggested or Required Graphics (supplied? Acquire?):

Any Mandatory Statements Needed:

Additional Information Contact (name, phone, fax, e-mail):

What promotional materials you are considering:

Distribution plans (Do you have mailing lists to reach your audience? Is the list current? Does a list need to be created? Who will create?):

Your budget and account number:

Grant opportunities to help pay for promotional marketing materials:

What are the probably maintenance needs for this promotional material:

How will the program be evaluated:

Finished materials needed by (target date, firm date):