

We plan the seminar so that you get the maximum benefit from it -  
so that you can say "That is a really useful seminar"

Name	Function	Date
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1) Job

What are your responsibilities in the company?

Who are your 3 key customers or clients?

(People or departments that benefit from your work)

2) Strengths

What is the company good at?

Why is it so successful?

3) Content

What should the seminar deliver?

Which topics are the most relevant ones?

4) Projects

Your 3 key projects, products or services

5) Challenges

The 3 biggest hurdles you have to overcome

6) Skills

Which abilities would you like to train or update?

Is there something you would like to do better  
or achieve faster after the seminar?

7) Your input

Each participant could present something he or she is currently working on - a draft or a concept. We could then do some brainstorming to develop additional ideas.  
Would you be willing to present something?

8) Benefit

The value of this project to the company is ....

9) Progress: Suggested optimization for the next 3 years

- Three unconventional things the company should consider
- Three things the company might do differently
- Three things the company should drop completely (eliminate and stop doing altogether)

10) Fans

Where are the fans that support you and share your optimistic view?

11) Rewarding system

Which achievements are recognized and appreciated?  
The financial and non-financial incentives encourage ...

12) Tip

Is there something that would help make the planned seminar more effective and useful?