THE SCOUTING REPORT

Dear Coach-

This advanced scouting report is to help Mr. Hearn prepare for his pinch hitting duties during your upcoming must-win-ballgame. He needs to know about the ball park, the competition, who's pitching, who is in the line-up, and what uniform to wear. From there, we will get him in shape to hit a Grand Slam at your big ballgame. Then, you will be known around the league as Manager of the Year! Please return to our dugout ASAP via Fax at: (913) 599-1332 or email: edhearn49@aol.com

I. YOUR STATS

Organization:_____ Organization Web site:_____

Address:_____ City:_____ State_____ ZIP:_____

Your Name:_____ Title:_____ Email:_____

Phone:_____ Fax:_____ Mobile:_____

II. THE BALLPARK and TRAVEL

What is the nearest/suggested major airports to the meeting site? 1) _____ 2) _____

For **transportation from the airport** to the meeting site/hotel would you prefer: Approximate mileage to meeting site/hotel? _____

☐ To have Mr. Hearn **take a cab.** ☐ N/A (i.e. Local Meeting)

☐ To have Mr. Hearn **met** at the airport. If so, where? _____

☐ Other Ground Transport Arrangements If so, please describe: _____

Where will Mr. Hearn be presenting? (Hotel/Conference Center/Auditorium)

Name: _____ Phone: _____ Meeting Room: _____

Address: _____ City: _____ State:_____ Zip: _____

Hotel where Mr. Hearn will be staying **if not the same as meeting**?

Confirmation # _____ (Nonsmoking) Direct Bill to organization's account?_____ Other_____

Name: _____ Address: _____

City: _____ State (Province): _____ Zip (Postal Code): _____Phone: _____

If the person listed at the top of this questionnaire is not the individual Mr. Hearn should contact if he has any problems/ emergencies on his way to the program, please list contact below

Name: _____ Title: _____ Bus. Phone: _____ Mobile Phone:_____

III. THE BALLGAME

Date(s) of meeting/conference _____

What **kind of meeting** is it? ☐Annual meeting ☐ Awards Banquet ☐Other:_____

What is your meeting **THEME**? _____

What does the **theme mean** to your group? _____

_____

Date of **Mr. Hearn's program** _____ (Please attach or email program/agenda when available)

Exact times of Mr. Hearn's presentation(s)? Starting: _____ Ending:_____ Starting: _____ Ending:_____

What is **Mr. Hearn's role** in the program? ☐ Opening ☐ Closing Keynote ☐ Luncheon Speaker ☐ Other:_____

What is the name and title of **Mr. Hearn's introducer**?Name: _____ Title: _____

Would you also like to: - use a great 4-minute Introduction **Video/Highlight Tape**? _____

- have Ed available to sign autographs and take photos w/ participants? _____
- have some copies of his book Conquering Life's Curves available after his program? _____
- what would be the best location for this to take place? _____

Suggested attire **for Mr. Hearn's presentation**? (Check one)

☐ Business ☐ Business Casual ☐ Client provided "theme shirt"

☐ One of Mr. Hearn's Baseball Jerseys (NO, they're not the same size they used to be!!) ☐ Mets ☐Royals

IV. YOUR TEAM

Audience **size**: _____ Male/female **ratio**: _____ Average **age**: _____

How are they co**mpensated**? ☐Salary ☐ Commission ☐ Salary/Commission ☐ Other _____

Are **spouses** invited? _____Towards which group should Mr. Hearn primarily direct his presentation? _____

What's the **overall mood** in the company/organization/association today? Why? _____

_____

Why is your company/industry **a good one to be working for/in right now?** _____

_____

How is your company/association **perceived in the marketplace**? Why? _____

_____

What issues keep your **membership awake at night**? _____

_____

Will most of the audience be looking forward to attending Mr. Hearn's session(s)? _____

What is the **principal business activity** of the audience/organization? _____

Target markets/industries your organization(s) primarily focus? _____

Who is your **typical customer** (i.e. C.F.O., V.P. of HR, Purchasing Agent)? _____

What is the **primary product/service**(s) that you sell? _____

Who are your **major competitors**? _ _____

V. GENERAL BACKGROUND INFORMATION

Is there any **jargon** Mr. Hearn should be familiar with (acronyms, titles)? _____

_____

Is there a **slogan(s)** or philosophy that is commonly used in your association/company? _____

_____

Any "sensitive" issues Mr. Hearn should be aware of? _____

_____

Anything **humorous** Mr. Hearn should know about? _____

_____

Name 3 things Ed can **congratulate** the group for doing recently:

1) _____

2) _____

3) _____

What are *3* of the **biggest challenges** facing your group/industry?

1) _____

2) _____

3) _____

What three main things should Mr. Hearn know about your group?

1) _____

2) _____

3) _____

% make up of speech? Inspiration _____ Humor _____ Education _____ Other _____

What are ***3* main points** you would like attendees to remember long afterwards?

1) _____

2) _____

3) _____

VI. YOUR STRATEGY

Why did you choose Ed's topic at this time? _____

_____

How did you hear about Ed? _____

How will you measure the success of the program? _____

_____

Are you giving gifts as favors to each attendee? _____ Are you giving door prizes? _____

What professional speakers have you used in the past?

Speaker: _____ Year: _____

Speaker: _____ Year: _____

What did you specifically like and dislike about their performance? Why?

Like: _____

Dislike: _____

Are there **other professional speakers** on this program?

Speaker: _____Topic _____

Speaker: Topic: _____Topic _____

Any additional comments or information that would be helpful in tailoring this presentation for your group.

_____

_____

_____

_____

_____

_____

_____

****As soon as they are available please send us the following:**

- The agenda of the conference/meeting.
- Past conference/meeting brochures.
- Information about the company/organization (corporate report, history of organization, publications and newsletters, etc.)

After we have received this scouting report, we would like to schedule a telephone interview appointment. In the mean time, thank you VERY much for taking your valuable time to complete this form. Our experience has shown that this is a tremendous tool to assist us in making your event one that they will remember for a long, long time.

The Staff of Ed Hearn and The Bottom of the Ninth