

## 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 major airport to the meeting site? \_\_\_\_\_

For **transportation from the airport** to the meeting site/hotel would you prefer:

☐ 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**

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

What is your meeting **THEME**? \_\_\_\_\_

What does the **theme mean** to your group? \_\_\_\_\_

**Exact times** of Mr. Hearn's presentation(s)? (Please attach program agenda)

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? \_\_\_\_\_

How should Mr. Hearn **dress for his 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 **compensated**? ☐ 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**? \_\_\_\_\_

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: \_\_\_\_\_

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

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**\*\*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**