

TRI-FLAME PRODUCTIONS
Customization Form™

*You have invested in a **CUSTOMIZED PRESENTATION** for your event. Therefore it is imperative that you take the time to complete this form so that Clinton can begin writing a program for YOU! Please return at least 21 days before your event date to guarantee a customized show. Thank you very much for your time.*

1. RELATIONSHIP

This section is usually the hardest to answer and it must be done correctly. It is vitally important that we understand the relationship between the buyer, the producer, the organizers, the client and the audience so that that Clinton can produce a customized program that hits the correct target. It is best if this section is checked by at least one other person in your organization, just to ensure everyone is "on the same page."

What is your name: _____ Your role in this event: _____

Are there other people involved: _____ Their names: _____

Who is paying for our services: _____ Are we being subcontracted: _____

Is this a sponsored event: _____ For whom: _____

Is there a producer outside of your organization: _____

Please explain the relationship. For example, "*We are sponsoring a hospitality suite, for an industry association tradeshow, and want to use this opportunity to...*": _____

2. ABOUT THE EVENT

We have probably discussed most of these details with you, but just in case we forgot anything...

Type of event: _____ Theme: _____

Purpose of the event: _____

Attendees (members, clients, spouses): _____ Expected Number: _____

Other activities planned for this event: _____

Dress requirements: _____ Name tag required: _____

Contact person on arrival: _____ Cell phone #: _____

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3. GOALS AND OBJECTIVES

People tend to be too general when completing this section. Please be specific and BLUNT! If there is something you didn't like from a previous entertainer, tell us. If you need something specific, ask. Maybe we haven't thought of something important.. don't hesitate to bring it to our attention.

Previous presenters — what did you like: _____

Previous presenters — what did you NOT like: _____

What is your greatest need from Clinton: _____

How will you measure the success of the event: _____

What may we do to make your job easier: _____

What are two main points you'd like attendees to remember long afterwards:

1. _____

2. _____

What's your favourite magic trick: _____

4. THE AUDIENCE

We use this information to make decisions about which routines, tricks and comedy bits would be perfect for the audience. These routines are then "tweaked" with your information, so that the magic Clinton performs feels like it was written especially for this event.

Social background (high society, white collar, labourer etc.): _____

Something the group can be congratulated for doing recently: _____

Change or challenge the industry is currently experiencing: _____

Industry buzz words & jargon with their meanings (think funny...):

1. _____

2. _____

3. _____

Does your organization or industry have a name or phrase that is often used for when something goes wrong? (i.e. the military using FUBAR): _____

5. YOUR COMPANY OR ORGANIZATION

This information helps us better understand who you are and what you do. We also use these details to develop team building events and tradeshow demonstrations.

Principal business activity of your organization: _____

Social background (high society, white collar, labourer etc.): _____

Change or challenge your organization is currently experiencing: _____

Motto, slogan or U.S.P.: _____

Only complete the following questions if you want it included in the presentation and/or it would make sense to the audience at the event.

Common phrases and comments heard around the work place (include meanings if not obvious):

1. _____

2. _____

3. _____

Main competitor: _____

Is there something that often breaks down, is broken, or is constantly being repaired: _____

6. THE FUN PEOPLE

Please DO NOT tell people that they have chosen to participate, as this can make people nervous and they won't enjoy the rest of the event. Also, the surprise factor is an important aspect in a comedy magic show. Be assured, Clinton does not embarrass or "pick on" the audience, but does like to use certain people and personality types for specific things throughout the presentation; that is why we are requesting this information. At the event, Clinton needs to be able to identify these people, so please have someone available to point everybody out to him.

What is the name of...

... your host or emcee for the evening: _____

... the "TOP DOG" (CEO, owner, chairman etc.): _____

