

# AV Finalist Interview Worksheet

## A Practical Tool for Selecting the Right AV Partner

Event: \_\_\_\_\_

Vendor: \_\_\_\_\_

Date: \_\_\_\_\_

Planner / Evaluator: \_\_\_\_\_

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## 1. Big-Picture Understanding

### Prompt:

*When you look at our program overall, what stands out as the most complex or high-stakes moments?*

### Notes:

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### Prompt:

*What did you focus on most while building this proposal?*

### Notes:

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### Planner gut check:

- ☐ Strong grasp of our event
- ☐ Some understanding, mostly technical
- ☐ Generic / templated response

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## 2. Walking Through the Pricing

### Prompt:

*Can you walk us through the key assumptions behind your pricing (hours, staffing, rehearsals)?*

**Key assumptions noted:**

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**Prompt:**

*Is there anything not included that you would strongly recommend for a successful event?*

**Notes:**

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**Optional prompts (use as needed):**

- *If we needed to reduce costs, where would you suggest adjusting first?*
- *If additional budget were available, what would you prioritize improving or adding?*

**Notes:**

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**Planner gut check:**

- ☐ Transparent and comfortable discussing tradeoffs
- ☐ Some clarity, some avoidance
- ☐ Defensive or vague

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### **3. Onsite Leadership & Decision-Making**

**Prompt:**

*Who would be our primary point of contact onsite?*

**Name / Role:** \_\_\_\_\_

**Prompt:**

*How are decisions made during show days, especially when changes happen quickly?*

**Notes:**

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**Planner gut check:**

- ☐ Clear ownership and authority
  - ☐ Shared or unclear responsibility
  - ☐ “We’ll figure it out onsite”
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## 4. When Things Don’t Go Perfectly

**Prompt:**

*Can you share an example of a challenge you encountered at a recent event?*

**Notes:**

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**Prompt:**

*How did you identify the root cause, and what did you change afterward to avoid it in the future?*

**Notes:**

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**Planner gut check:**

- ☐ Accountable and learning-oriented
  - ☐ Some ownership, limited reflection
  - ☐ Defensive or blame-focused
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## 5. Speaker & Stakeholder Experience

**Prompt:**

*How do you think about the speaker experience overall?*

**Notes:**

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**Prompt:**

*What does a “speaker-ready” room mean to your team?*

**Notes:**

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**Prompt:**

*How do you support nervous presenters or last-minute content changes?*

**Notes:**

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**Planner gut check:**

- ☐ Proactive, empathetic, structured
- ☐ Reactive support only
- ☐ Speakers expected to self-manage

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## 6. Measuring Success & Continuous Improvement

**Prompt:**

*When an event is over, how do you define success beyond “the show went fine”?*

**Notes:**

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**Prompt:**

*Do you conduct post-event debriefs? What typically comes out of those?*

**Notes:**

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**Prompt:**

*Can you share:*

- *One recommendation you made that helped a client save budget*
- *One recommendation that meaningfully enhanced the event experience*

**Notes:**

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**Planner gut check:**

- ☐ Outcome-focused and invested
- ☐ Adequate but transactional
- ☐ Execution-only mindset

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## Final Confidence Check

**Answer honestly—this matters most.**

- Do I feel more confident about this event after this conversation?  
☐ Yes ☐ Somewhat ☐ No
- Does this team understand the bigger picture of the event?  
☐ Yes ☐ Somewhat ☐ No
- Do I believe they will rise to the occasion when challenges arise?  
☐ Yes ☐ Somewhat ☐ No

**Overall confidence level (1–5):** ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

**Additional notes / instincts:**

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