

AV Finalist Interview Worksheet

A Practical Tool for Selecting the Right AV Partner

Event: _____

Vendor: _____

Date: _____

Planner / Evaluator: _____

1. Big-Picture Understanding

Prompt:

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

Notes:

Prompt:

What did you focus on most while building this proposal?

Notes:

Planner gut check:

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

2. Walking Through the Pricing

Prompt:

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

Key assumptions noted:

Prompt:

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

Notes:

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:

Planner gut check:

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

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:

Planner gut check:

- Clear ownership and authority
- Shared or unclear responsibility
- “We’ll figure it out onsite”

4. When Things Don’t Go Perfectly

Prompt:

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

Notes:

Prompt:

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

Notes:

Planner gut check:

- Accountable and learning-oriented
- Some ownership, limited reflection
- Defensive or blame-focused

5. Speaker & Stakeholder Experience

Prompt:

How do you think about the speaker experience overall?

Notes:

Prompt:

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

Notes:

Prompt:

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

Notes:

Planner gut check:

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

6. Measuring Success & Continuous Improvement

Prompt:

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

Notes:

Prompt:

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

Notes:

Prompt:

Can you share:

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

Notes:

Planner gut check:

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

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:
