

# AV FINALIST INTERVIEW WORKSHEET

A Practical Tool for Selecting the Right AV Partner



## The **BIG** Picture

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

**PROMPT:** When you were building the proposal, what did you end up thinking about the most—and did anything from our RFP or discovery conversation change how you approached it?

**Planner gut check:**

- Strong grasp of our event - 3pts
- Some understanding, mostly technical - 2pts
- Generic / templated response - 1pt



## Walking Through the Pricing

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

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

**OPTIONAL PROMPT:** If we needed to reduce costs, where would you suggest adjusting first?

**OPTIONAL PROMPT:** If additional budget were available, what would you prioritize improving or adding?

**Planner gut check:**

- Transparent and comfortable discussing tradeoffs - 3pts
- Some clarity, some avoidance - 2pts
- Defensive or vague - 1pt



## Onsite Leadership & Decision-Making

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

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

### Planner Gut Check

- Clear ownership and authority - 3pts
- Shared or unclear responsibility - 2pts
- "We'll figure it out onsite" - 1 pt



## When Things Don't Go Perfectly...

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

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

**Planner gut check:**

- Accountable and learning-oriented - 3pts
- Some ownership, limited reflection - 2pts
- Defensive or blame-focused - 1pt



## Speaker & Stakeholder Experience

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

**PROMPT:** What does a "speaker ready" room mean to your team?

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

**Planner gut check:**

- Proactive, empathetic, structured - 3pts
- Reactive support only - 2pts
- Speakers expected to self-manage - 1pt



## Measuring Success & Continuous Improvement

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

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

**PROMPT:** Can you share one recommendation you made that helped a client save budget **-OR-** one recommendation that meaningfully enhanced the event experience?

### Planner gut check:

- Outcome-focused and invested - 3pts
- Adequate but transactional - 2pts
- Execution-only mindset - 1pt



## Final Confidence Check

**Do I feel more confident about this event after this conversation?**

- Yes - 3pts
- Somewhat - 2pts
- No - 1pt

**Does this team understand the bigger picture of the event?**

- Yes - 3pts
- Somewhat - 2pts
- No - 3pts

**Do I believe they will rise to the occasion when challenges come up?**

- Yes - 3pts
- Somewhat - 2pts
- No - 1pt

**Overall confidence level (1-5):** \_\_\_\_\_

**TOTAL POINTS:** \_\_\_\_\_

**ADDITIONAL NOTES:**