The discovery meeting

02 · Discovery & Concept · about 11 minutes

Forty-five minutes with a client decides the next six months. Learn the question order that surfaces the real goal, the real budget and the real decision-maker.

Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

Work through the objectives

1. Run a discovery meeting from a script

2. Separate stated wants from actual goals

3. Identify the decision-maker and the payer

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

The most useful first question in discovery is

When the stated budget seems unrealistic you should

Answers are on the lesson page after you take the quiz.

One line to remember