



# RED HERRING PRODUCTIONS

## Client Information Form

Your contract with Red Herring optionally specifies that you can send us "the names of 5 to 10 audience members to include in the show, with a paragraph of interesting information for each." When done right, the use of those names customizes the show for your organization, involves your people in the story without forcing them to rehearse or be "killed off", and almost always gets big laughs. However, it's sometimes hard to come up with that "paragraph of interesting information". What do you write? Here are a few guidelines: First, it should be something the person doesn't mind being kidded about in public. Second, it should be something everybody knows. Third, it should be a humorous aspect of the person, rather than a specific incident. This means it's typically a persistent characteristic such as: a favorite phrase the person always uses; an unusual hobby; a habit like wandering around the office in stocking feet; a foible like always taking photographs of the group; or a distinguishing attribute like a tattoo in an unusual place.

In addition, you may be contacted by our emcee the evening of the performance and asked about interesting or humorous things that occurred during your conference, information on competitors, or information on the goals of your event and how we can help reinforce those goals.

Company: \_\_\_\_\_ Show Date: \_\_\_\_\_

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Characteristic: \_\_\_\_\_

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Name: \_\_\_\_\_ Position: \_\_\_\_\_

Characteristic: \_\_\_\_\_

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Name: \_\_\_\_\_ Position: \_\_\_\_\_

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