

Pre-Program Questionnaire

Dear Meeting/Event Planner:

Please help me to create a dynamic presentation by sharing information about your organization. Great information builds great programs. The questions on this form are designed to help me prepare a program specifically tailored to the needs of your group. You don't have to answer every question, but the more information you can give me, the better.

If there is anything else you feel provides significant background information on your Event's Organization, please forward those materials to me (annual reports, a company newsletter/paper/flyer, magazines, trade periodicals, marketing materials, or brochures and other promotional materials relating to this meeting so this presentation will be consistent with your promotion). Please also send a copy of all memos, program announcements or any key product brochures and the complete conference agenda would be appreciated if available.

Thank you for taking the time to fill out as much of this as is applicable. I appreciate your taking the time to do this important planning step.

Sincerely,

Roz

VERY IMPORTANT: Please return this questionnaire 1 month (or more) before: **The Date of the Event.**

Thank you! Your help will increase the value of this program.

The Program

RE: _____ (Program Title) _____

Presentation Date: / /

Start Time:

End Time:

Contact Information

Contact Person and Title:

Your E-Mail Address: (required)

Complete Name of Facility or Group:

Website Address:

Address:

City:

State:

Zip Code:

Best time for Roz to reach you:

Phone Numbers (work & home):

Fax:

Cell:

Evening or Emergency Contact:

Meeting Information

Name of organization:

Meeting Location:

Meeting Address:

Meeting City:

Meeting State:

Meeting Zip Code:

1. Who will be in attendance?

A. Total number _____

B. Male/Female Ratio / % _____/_____%

Will spouses and/or guests be attending? Yes ___ No ___

C. Generation: Average age of attendees _____

2. What is the theme for your conference/meeting? _____

3. What is the mission/philosophy statement for your company/organization? _____

4. Briefly describe your products/services: _____

5. What are the top three challenges faced by the people who will be attending?

A. _____

B. _____

C. _____

6. What three specific things do you think I should know regarding the people attending?

A. _____

B. _____

C. _____

7. During the past year, what are three significant events which occurred in your association or organization?

A. _____

B. _____

C. _____

8. Specifically, what "local color" should I use in my presentation? This could be anything, such as a new Company policy, an in-house buzz word, a local drinking place, a funny person, poor food, a broken piece of equipment, local weather, or achievement of a top official in your organization. What sensitive issues that should be avoided?

9. Based on other programs your people have attended with an outside speaker, what have they:

A. Liked least? _____

B. Liked best? _____

10. What business issues keep you up at night and drive you crazy during the day?

11. What is the name and what is your main objective for this meeting/conference? What specific objectives do you have for this presentation?

12. If you had a magic wand and could make problems disappear what would you wish for?

A. _____

B. _____

13. Schedule - what is happening before and after my presentation? _____

14. Top people to recognize in the audience or people to recognize or to bring on stage:
(In order to tailor my presentation: Please provide the names of three or four of the most successful people within your organization. It is best if they are well known and respected. For additional insight into your organization, I may want to contact them before I plan my presentation with your permission. If so, please fill-in the list that is below:)

Name: _____ Phone: _____ E-Mail: _____

Name: _____ Phone: _____ E-Mail: _____

Name: _____ Phone: _____ E-Mail: _____

Name: _____ Phone: _____ E-Mail: _____

14. Please list professional speakers on this program and/or past speakers who were on the program:

15. Is there anything else I can do to ensure the success of your meeting?

Provide a Book Signing?

Meet and Greet Attendees?

Attend a Reception?

Share Meal or Banquet with Attendees?

Roz will be contacting you after receipt of this questionnaire to confirm receipt. She may have clarification questions for you at that time. Thank you for taking the time to provide this information. I will use this information to prepare an outstanding presentation for your organization!

You are appreciated! THANK YOU VERY MUCH . . .