

Pre-Program Questionnaire

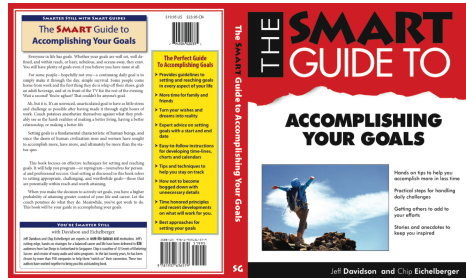
Name: _____ Company: _____ Title: _____
 Address: _____
 City: _____ State: _____ Zip/Postal Code: _____
 Phone #: _____ Email Address: _____

I. The Program

- a. What is your program/event **theme**? **Please add the logo for the event and/or the company here.** To maximize the impact of my message and to create a clear call to action, I use a simple fill in the blank handout. I will get to you in advance for you to duplicate for everyone. Typically, 4-5 pages of material.
- b. What **kind of meeting** will this be? Do you have a Twitter # for the event?
- c. What is the **name and title** of the person introducing me?
- d. Exact **times** of my presentation:
- e. What **events** take place immediately before and after my presentation?
- Before -
- After -
- f. What is my **role** in the program – opening/closing?
- g. Are there **specific issues** I should be sure to address? ...**be sure to avoid**?
- h. Why did you select me as your speaker?
- i. What is the appropriate dress for me? (Suit and tie, sport coat/slacks, business casual)

- j. Attendees would love to take a valuable gift home from your event. Make the investment in a resource they can use forever. You can purchase my book **The Smart Guide to Accomplishing Your Goals**

Volume Pricing



Copies	Price
< 25	\$20.00
25 - 75	\$18.95
75 - 200	\$17.95
200 +	\$16.95

k. **BONUS** - I'm going to create a terrific, customized event for your team, it's a shame that they will only hear it once". **My suggestion is to record it so you have it to share. I say this because I had so many clients over the years say, "Why didn't we record that!"**

II. Logistical Information

a. Air Transportation:

- What is the nearest **airport** to the meeting site:
- Distance in time to the meeting site:

b. For **transportation** from the airport to the meeting site, would you prefer:

- To have me take a Lyft/cab? _____ To set up a car to meet me?
- c.** If I have any **problems/emergencies** on my way to the program, whom should I contact?
 - Name _____ Cell # _____
- d. Exactly where is the meeting?**
 - Hotel/Conference center _____
 - Address _____
 - City _____ State _____ Zip _____
 - Telephone _____
 - Meeting room name/number _____
 - If the event is not at a hotel, where am I staying? _____

III. Audience Analysis

a. Audience

- Number attending my presentation: _____
- Number of males: _____ Females: _____
- Average age of the group: _____
- Age range: _____ to _____
- Are **spouses** invited? _____

b. What are the primary **job titles** of those in the audience?

c. Please describe **what these people really do** on a daily basis.

d. What is your **competitive advantage**? Why do people do business with you?

e. Describe the current **attitude and spirit** of:

- A typical member of your group:
- Your organization/association:
- Your industry:

f. What are the **subtle errors** that tend to be made in executing their job each day? Please be specific.

g. What are the simple **daily disciplines** that the best performers practice? Be specific.

h. What do you want the attendees **to believe** after the meeting is over? What will make them believe that?

i. I want to talk about examples of doing things in a "good way" and a "great way." The idea is customers/teammates will remember much more **how** you did something versus **what** you did. Please give me some examples of common tasks in executing your job. What is the good way to do it and what is the great way to do it? Examples – good customer experience vs. a GREAT one, good way to tell your company story and a GREAT WAY.

IV. General Background Information

a. What **industry** is your company/association a part of? If diverse mix, what primary industries?

b. Are there any **buzz words, jargon or common acronyms** I should be familiar with?

d. What are the **biggest challenges** you are dealing with currently? Please be specific.

e. Who is the **typical customer** your people work with the most?

f. What must your people "**own**" to be successful?

Reminder: **IF we discussed adding the Board Break Experience**, you are responsible to order the BOARDS. We need ONE board for each person plus a few

extra. Order the boards from BreakingBoards.com - good idea to have a nice quality **rubber stamp** made with the Company logo/event theme to put on the boards. Virtually everyone will keep and display their board in the future.

Please order at least 25 days out! Order the 3/4-INCH THICK, 12" x 7" size. [Here is the link.](#)

Also please [purchase Safety Glasses like these](#) from Home Depot or a similar source. **ONE PAIR** for each 15 people. They are for the volunteers who will help with holding the boards.

Please get me copies of your **product/service information** and any internal/external electronic **newsletters/magazines/videos** that might help me get to know the audience better.

Also please give me the name, short bio, email address and phone number of three key people I can contact - ideally people who represent the largest portion of the audience.

WEB PAGE ADDRESS IS _____?