

# [INSERT LOGO]

## Pre-Program Questionnaire

This pre-program questionnaire is to assist \_\_\_\_\_ in preparation of his/her presentation to your group. \_\_\_\_\_'s objective is to meet your specific needs. In order to to this, we need your help!

Please take a few moments to answer the questions below to the best of your ability. Feel free to provide any additional support information that will assist us in this effort, i.e. corporate reports, news articles, publications, etc. Once completed, please return the form to \_\_\_\_\_ in the manner you wish:

Mail:

**[NAME]**

**[ADDRESS]**

**[CITY, STATE, ZIP]**

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

With questions, call **[PHONE]**

Thanks!

# [INSERT LOGO]

## General Company Information

Complete Official Company/ Association Name:

Other name or acronym the company/ group uses:

Mailing Address:

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Company Slogan:

**[INSERT LOGO]**

**Presentation/ Program Specifics and Objectives**

Conference/Program Theme:

Specific Presentation Title:

Date: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_ Length: \_\_\_\_\_

For all day training: When do you prefer the breaks/lunch? \_\_\_\_\_

What is on the programs just before \_\_\_\_\_ speaks?

What is on the programs right after he/she speaks?

Specific purpose of this meeting (awards banquet, annual meeting, training, etc.)

Specific objectives for \_\_\_\_\_'s presentation?

**[INSERT LOGO]**

What would make \_\_\_\_\_'s presentation really special for your group?

What needs to happen as a result of \_\_\_\_\_'s participation for you to consider this event a success?  
(Please be as specific as possible.)

Sensitive issues that should be avoided?

# [INSERT LOGO]

## Attendee/ Audience Profile

Number attending? \_\_\_\_\_ % male: \_\_\_\_\_ % female: \_\_\_\_\_

Age range: \_\_\_\_\_ Avg. Age: \_\_\_\_\_ Spouses attending: \_\_\_\_\_

Average Annual Income: \_\_\_\_\_ Income range: \_\_\_\_\_

Average Education Background: \_\_\_\_\_

Major job responsibilities of Audience:

Average length of employment/ association with company/group: \_\_\_\_\_

Circle one: Are attendees there voluntarily or is it mandatory?

If mandatory, how receptive are the attendees to this programs? \_\_\_\_\_

Will the attendees have to pay individually or is it company sponsored?

Dress code for attendees? \_\_\_\_\_

Usual dress code? \_\_\_\_\_

Other relevant information:

# [INSERT LOGO]

## Background

Who are the other speakers in the program?

Speaker/Topic: \_\_\_\_\_

Speaker/Topic: \_\_\_\_\_

What speakers have you used in the past that covered topics related to the material \_\_\_\_\_ will be presenting for you?

Speaker/Topic: \_\_\_\_\_

Speaker/Topic: \_\_\_\_\_

What did you like and/or dislike about these presentations?

(Without their names if you prefer, but please comment on the material used)

Name the key executives that will be in \_\_\_\_\_'s audience. With your permission, we would like to contact them for more research information on your group.

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

**[INSERT LOGO]**

## **Details About Your Audience**

**Recent Achievements:**

**Problems/Challenges:**

**Breakthroughs:**

**What separates your high-performance people from others?**

## **Details About Your Organization**

**Recent Achievements:**

# [INSERT LOGO]

**Problems/Challenges:**

**Breakthroughs:**

**Significant Events (mergers, relocations, awards, etc.):**

## **Details About Your Industry**

**Recent Achievements:**

**Problems/Challenges?**

**Breakthroughs:**

**[COMPANY NAME]** Pre-Event Questionnaire



# [INSERT LOGO]

## Logistics

**Introducer's Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

Note: An introduction can be provided upon request. Would you like one? Y / N

Is there any publicity work \_\_\_\_\_ can do for you while he/she is at your event? Please let us know in advance so we can arrange travel as needed.

Will the presentation be taped? Y / N Audio? \_\_\_\_\_ Video? \_\_\_\_\_  
(Please remember that we will need to give permission to tape \_\_\_\_\_'s presentation)

If you wish, \_\_\_\_\_ will make his educational materials available to your audience, so that they may continue the learning process after the presentation. There are three ways this can be arranged. Please check the one that is the most appropriate for your group.

1. \_\_\_\_\_ Group purchase in advance for each attendee, at wholesale price
2. \_\_\_\_\_ Materials made available at the back of the room after the presentation.
3. \_\_\_\_\_ Brochures to order

If you choose #2, please make sure that:

- Nothing will be scheduled immediately following \_\_\_\_\_'s presentation for at least twenty minutes.
- A table will be made available for \_\_\_\_\_ to place materials by the exit door or just outside the room.
- Someone from your group will be available to assist with sales.

# [INSERT LOGO]

## Travel Information

Best airport to arrive at: \_\_\_\_\_

Recommended/Event Hotel:  
\_\_\_\_\_

Address:  
\_\_\_\_\_

Phone: \_\_\_\_\_

How will \_\_\_\_\_ be transported from the airport to the hotel?

If picked up, company/contact name: \_\_\_\_\_

Company phone: \_\_\_\_\_

Venue name (if different from hotel): \_\_\_\_\_

Venue address:  
\_\_\_\_\_

Venue phone:  
\_\_\_\_\_

Location at the site, room, etc:  
\_\_\_\_\_

**[INSERT LOGO]**

**Emergency Contacts**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Home Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Home Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

**Thank you again for this opportunity to serve you.**

**[NAME]**