

Pre-Program Questionnaire

This Questionnaire is designed to help David prepare the best possible customized presentation for your meeting. Using this information David will be able to tailor his presentation to the specific needs of your audience helping to make this event as successful as possible. With this in mind, please answer these questions with as much detail as possible; however, feel free to skip any questions that would duplicate information you have already provided.

In addition, please pass along any information that you think would be beneficial in preparing. David would rather have too much information than not enough. Examples might include:

- Meeting Agenda
- Company marketing information
- Recent program agendas
- News letter
- Current news about your organization
- Company history
- Recent annual report
- Information on current and new offerings

The purpose of this questionnaire is not to create more work for you but to greatly increase the value of this program for your organization.

Information Gathering

**Logistics
Information**

Name of Group: _____

Point of contact: _____

Email Address: _____

Cell Phone # _____

Meeting Address: _____

Meeting Room: _____

Schedule

Meeting time: _____
My Program starts: _____
My Program ends: _____
Will I be able to
attend other
sessions (Y/N) _____
Can I use my own
rating sheets (Y/N) _____

**About the
meeting**

What is the main theme of the seminar or conference?

How would you prefer that I dress for this occasion (Business, Business
Casual, Casual)?

Will this be primarily customers, prospective customers, employees, partners?

What partners if any will be sponsoring or attending this meeting?

Travel

What is the best way to get from the Airport to the meeting location? How long should I plan for travel between the airport and meeting location?

**Meeting
Background**

What is the primary goal of my session and of the meeting?

What challenges has your organization faced in the last year – related to the goals of this meeting?

What changes do you anticipate in your organization in the near future?

Describe any special programs you are currently using in your organization to bring about change, increase performance, find new customers, or refocus your business:

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Information Gathering, Continued

**Meeting
Background**
(continued)

List any sensitive issues that should be avoided in my presentation:

List three key objectives that should be met through my program:

- 1.
- 2.
- 3.

List an key message that you would like for me to reinforce:

**About your
organization**

What is the mission of your company?

Any key phrases your company uses?

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Information Gathering, Continued

About your organization
(continued)

Primary products and services offered by your company:

What do you want your company to be selling more of?

Who are your primary customers? List some by name...

Primary competition:

What is your biggest opportunity in the near future?

What is your biggest challenge right now?

What is unique about your organization?

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Information Gathering, Continued

About Speakers List 3 – 4 adjectives that have made recent speakers a hit with your group:

One line that describes what you think your audience is looking for in a speaker this time:

How did you hear about me? (Email from me, reference from someone else, attended a seminar I spoke at, speaker's bureau...)?

What made you decide to hire me to speak:

How will you know my program was a hit?

What speakers have you had in the past?
