

Pre-Program Questionnaire

THE PRESENTATION

Name of Your Group*

Date of Presentation*

Name of Event*

Person Completing
This Form*

Person Completing
This Form (Phone)*

Person Completing
This Form (Fax)

Person Completing
This Form (E-mail)*

Web Site Address

Meeting Time (Begin)

Meeting Time (End)

Pat's Program
(Begin)

Pat's Program
(End)

2nd Program
(Begin)

2nd Program
(End)

What is the theme for your event, if any?

What are some of the problems/breakthroughs/challenges currently experienced by your organization or industry?

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

If there were a "common enemy" for your group (e.g., competitor, gov. agency, industry, etc.), who would it be?

If there is a special program or project your group or organization is currently working on, please briefly describe its name, nature, and any accompanying slogans.

Please list three "pet peeves" that this audience would relate to. Or, to put it another way, if several members of this audience were having drinks together, what would they start griping about after the 3rd beer? Please give specific examples, if possible (e.g., "When customers call in just before closing to demand early delivery" instead of just "Customers.")

Please list any specific language, jargon, phrases, or words associated to your group that might be incorporated into this presentation.

Is there any "local color" (e.g., new company policy, broken piece of equipment, local hang-out, etc.) that Pat could incorporate into his presentation?

Is there anything I should NOT mention, or sensitive areas I should avoid?

What is your overall objective of this meeting or conference?

What are your specific objectives for Pat's talk?

Are there any "seeds" you would like Pat to plant?

What speakers have you used in this slot for the past 3 years?

Will there be other speakers at this event?

Topics

Pat's Introducer (Name and Title)

THE AUDIENCE

Approximate Number Attending

Male/Female Ratio (% Male)

Male/Female Ratio (% Female)

Age Range of Audience

Average Age

Will Spouses Be Attending?

How can Pat refer to the entire group by job title or function (e.g., Health Care Professionals/Financial Advisors/Small Business Owners/Librarians)?

What are the top challenges and successes encountered by people who will be in the audience?

Please list two people who will be in the audience, and who most of the other attendees would know and like.

TRAVEL & LOGISTICS

Transportation: I will arrange full coach air travel and send you the itinerary. If possible I will prorate the cost with other clients. Expenses will include airfare, meals, ground transportation to the airport in both cities, and gratuities.

Closest Airport

Distance From Site

Ground Transportation: (Taxi, Rent a car, Will be met by limo, Will be met by other)

If Pat will be met at the airport, where will driver meet Pat?

Hotel: Please secure a smoke-free room, with king bed and guaranteed late arrival the evening before the presentation.

Hotel Name

Hotel Address

Hotel Phone

Hotel Fax

Pat's Hotel Confirmation #

Meeting Location (if not hotel)

Meeting Location (Address)

Meeting Location (City)

Meeting Location (State)

Meeting Location (Phone)

Name of room where Pat will speak

What will be happening immediately before Pat's talk?

What will be happening immediately after Pat's talk?

When will the room be empty for A/V setup and sound check?

Group contact on-site

Group contact on-site (Cell Phone)

AV Requirements: I need a wireless lavalier microphone. I may ask for a wireless handheld microphone for audience participation depending on the size of the group. If I use slides I will need an LCD projector. Some of you may be asked to download the slides. I do not bring a laptop with me, so I ask that the few slides be set up and ready to go when I arrive. I do not want the computer onstage with me.

A/V contact on-site

A/V contact on-site (Cell Phone)

Is it possible for one or two guests to sit in on Pat's program?

BOOK SIGNINGS

A book signing after my program is an ideal way for me to connect one on one with the audience members because people are motivated to talk to me about their own life successes and challenges. I consider this time after my speech, signing books and listening to the attendee, to be an important and integral part of my program. It allows the participants time to assimilate what I have said and to verbally commit to make changes in their own lives. They also relate their success stories and this encourages them to leave the event giving themselves the credit they well deserve. For a successful book signing: If possible, please allow at least 20-30 minutes or more to give everyone an opportunity to get some one-on-one time with me if they so choose. Provide a six-foot skirted table near the entrance of the room for the books. I will ship everything that is necessary for a successful book signing. Please e-mail me the shipping details. I will need some assistance from three or four people to help me during the book signing for 15-30 minutes after my speech so I can sign books and give my full attention to the attendee. I will prearrange for books to be shipped back.