

Questionnaire

This questionnaire is a valuable aid in customizing Rick's presentation for your audience. Please take the time to fill out all of the applicable questions about your audience. (Not every question is applicable!) If you need to use the back of the questionnaire or additional paper, please do so. The more information Rick has, the better. It would also be helpful to have the following:

- The agenda that includes Rick's presentation
- Any past agendas from similar meetings
- Brochures about your company, products and services
- Information you are sending the attendees of the meeting; brochures, promotional materials, etc.

Thank you very much, and we look forward to working with you!

Pre-Program Questionnaire

Name of company/organization/association: _____

Name of person completing this questionnaire: _____

Phone number (and extension): _____

Email address: _____

Presentation Date: _____

Starting time of Rick's program: _____

Ending time of Rick's program: _____

Presentation Site: _____

Address: _____

City, State, Zip: _____

Phone #: _____

Travel Arrangements

Arrival Date: _____

Flight arrangements: Rick usually makes his own air reservations.

Closest airport: _____

Hotel accommodations: _____

Address: _____

City, State, Zip: _____

Phone #: _____

Hotel confirmation number: _____

Ground Transportation: Rick usually takes a cab unless other arrangements are made.

Audience Profile

1. Audience size: _____

2. How will the audience be seated?

Theater

Classroom

Round tables

Other (please specify): _____

3. Are spouses invited? Yes No

4. Percentage of males/females? Males: _____% Females: _____%

5. Please describe in one or two sentences what your company or organization does.

6. Please describe the audience. What are the major job responsibilities, titles, etc.
(This is very important!)

7. Who are the customers of the audience?

8. Please list the names of key company executives (and their positions) who will be attending the meeting.

The Meeting

9. What is the "theme" of your meeting?

10. What is the reason/purpose/goal for this meeting? (Annual sales conference, industry meeting, incentive program, etc.)

11. Who else will be speaking at the meeting (and on what subjects)?

12. Who has spoken in the past (and on what subjects)?

13. What takes place immediately before and after Rick's presentation?

Before: _____

After: _____

14. Who will introduce Rick? _____

15. What are three things you want people to remember when Rick's presentation is completed? (This is VERY important!)

16. Can you offer any suggestions to make this the best presentation your audience has ever heard?

17. Are there any issues that should be avoided?

18. What will be the appropriate attire for the attendees and how would you like Rick to dress?

Company Information

19. What is your company's mission statement?

20. Who is your competition and why should a customer buy from you over your competition? What makes you special, unique, etc.?

21. What are the 3 most important things I should know about your organization?

22. What are the three greatest accomplishments your company has had this year?

23. Are there any objections, problems, concerns or confrontations the audience is dealing with in their jobs or with what they sell?

24. In case there are any other questions or additional research Rick might need, could you please list the names, titles and phone numbers of two more people who might help?

25. What are the two or three best books written about your industry?

26. What question(s) have we neglected to ask that would help Rick better understand your company, association or industry?
