

PRE-PROGRAM QUESTIONNAIRE

This questionnaire is designed to help me prepare a program that is specifically tailored to the needs of your group. Please include any helpful additional information such as website links, newsletters, etc.

Client: _____
 Event Date(s): _____
 Event Time: _____
 Denise Lee Yohn Program Start Time: _____ End Time: _____
 Suggested Time for A/V Check: _____

Nearest airport from event location: _____
 Recommended hotel: _____

Program Location
 Name of Location: _____
 Address: _____
 Room Name/Number: _____

If problems/emergencies arise on the way to the program, whom should I contact:
 Name _____ Business # (____) _____
 Cell # (____) _____

1. AUDIENCE ANALYSIS INFORMATION: (If a public program, just estimate.)

- a) Number of attendees? ____ % Male? ____ % Female? ____
- b) Average age of group? _____ Range of age? _____ to _____
- c) Major job responsibilities of audience members? _____
- d) What are the names/titles of the top people who will be at the meeting?

2. THE PROGRAM ITSELF: (in addition to what we've discussed)

- a) What are your specific objectives/results for my session?

- b) Are there any issues/topics in particular that you would like me to discuss during the program?

- c) Key issues to avoid (if any): _____
- d) Would you like to include audience Q&A during my session? YES/NO

e) What is the purpose of this meeting (annual meeting, awards, etc.)?

f) Theme of event (if any)?

g) Name and title of my introducer: _____

h) What takes place before my program (speaker, meal, workshop)?

i) What takes place immediately after my program (break, another speaker, nothing, etc.)

j) If other speakers are on the program with me, who are they and what are their topics?

k) Preferred attire: _____

l) Room set-up: Classroom Round Tables Other: _____
Stage: YES/NO

3. GENERAL BACKGROUND INFORMATION:

a) What are the top three challenges faced by the people who will be in my audience?

b) What do you consider the three greatest strengths of people attending my session?

c) What do you consider the three greatest weaknesses of people attending my session?

d) What areas of their work performance are in need of improvement?

e) What are some of the current problems experienced by your industry / organization?

f) What are the most significant events to have occurred in your industry / organization / group during the past year? (e.g. expansion, relocation, reduction, new laws, etc.)

g) Please share with me any "industry color" (i.e., promotions, unusual regulations/policies, Murphy's Law in action...)

h) When your people depart from this presentation, what ONE thing do you want to be uppermost in their minds?

Return completed form to me via email or fax (619) 819-5610.

THANK YOU!