

Pre-Program Questionnaire

These questions are designed to help me prepare a program specifically suited to the needs of your group. Please take a few moments to answer all the questions fully and return the form to my office.

I would also appreciate receiving any printed information on your group that may help me with background information (e.g., corporate reports, news items, in-house publications, products, services, employees, etc.) along with any promotional materials, fliers, and announcements relating to this specific event.

Please return this questionnaire to:

Mike Fuddy
25926 Lighthouse Lane
Millsboro, DE 19966

Presentation Title: _____

Time Frame: Start Time _____ End Time _____ Any breaks? Yes No

What is on the program just before I speak?

What happens on the program right after I speak?

Appropriate dress for presentation?

Conference title and theme?

Specific purpose of this meeting/session (e.g., awards banquet, annual meeting, etc.)?

Specific objectives for my presentation?

Are there any sensitive issues that should be avoided?

Introducer's name and title? _____

Introducer's Phone (w/area code) W _____ H _____

Who are the other speakers on the program?

Speaker _____ Topic _____

Speaker _____ Topic _____

Speaker _____ Topic _____

Speaker _____ Topic _____

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

What did you like and/or dislike? Withhold their names if you like, but do comment on the material they used!

Please share any "local color" you may know of relating to the location where my program will be held.

Please share any "industry color" related to your organization or industry.

THE AUDIENCE

Total number attending? _____ Spouses attending? Yes No

Percentage male/female _____ Average age? _____

Average annual income _____

Educational background _____

Major job responsibilities of audience _____

Will there be any "special guests?" Please explain.

Why is your group attending this meeting (voluntary, mandatory, etc.)?

How will they be notified? _____

What is their overall opinion regarding the subject of my presentation, (favorable, hostile, etc.)?

Please provide the names and positions of three main "movers and shakers" in your organization that will be in the audience, who are well known and well liked. I may joke with them or call on them if the need arises. My staff or I may also want to contact them for more research information on your group (with your permission, of course).

Name _____ phone _____

Name _____ phone _____

Name _____ phone _____

DETAILS ABOUT YOUR AUDIENCE

Problems? _____

Challenges? _____

Breakthroughs? _____

What separates your high-performance people from others?

Are there any hearing or sight-impaired audience members? Yes No

If yes, please provide names and contact information

TELL ME ABOUT YOUR INDUSTRY/PROFESSION

Problems? _____

Challenges? _____

Breakthroughs? _____

TELL ME ABOUT YOUR ORGANIZATION

Problems? _____

Challenges? _____

Breakthroughs? _____

Significant events? Mergers? Relocations?
