

# Pre-Program Questionnaire

These questions are designed to help me prepare a program specifically to the needs of your event/group. Please take a moment to answer all the questions fully and fax/email back to my office. Please double check these answers and make any additions and corrections. We would also appreciate receiving any printed information on your group that may help us with background information (e.g., reports, news items, in-house publications, products, services, etc.) Thank you for your help!

## PRESENTATION TITLE:

Time Frame \_\_\_\_\_ ? Start Time \_\_\_\_\_ End Time \_\_\_\_\_ Breaks? Y / N

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? \_\_\_\_\_

Purpose of this meeting/session (e.g., awards banquet, annual meeting, etc.)?  
\_\_\_\_\_

Specific objectives for my presentation?  
\_\_\_\_\_

Sensitive issues that should be avoided?  
\_\_\_\_\_

Introducer's name? \_\_\_\_\_

Phone Wk. \_\_\_\_\_ Cell \_\_\_\_\_

Is there any publicity work I can help you with while I am at your event? Y N  
Radio \_\_\_\_\_ Television \_\_\_\_\_ Other \_\_\_\_\_ Type \_\_\_\_\_

Who are the other speakers on the program?

Speaker \_\_\_\_\_ Topic \_\_\_\_\_

Speaker \_\_\_\_\_ Topic \_\_\_\_\_

Speakers 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.

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

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What suggestions do you have that will help me make this presentation the best your audience has ever had?

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## YOUR AUDIENCE

Total attending? \_\_\_\_\_ Spouses attending? Y N % Male/Female \_\_\_\_\_ Average age? \_\_\_\_\_

Average annual income \_\_\_\_\_ Educational background \_\_\_\_\_

Major job responsibilities of audience \_\_\_\_\_

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

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

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

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Please provide the names and positions of three main "movers and shakers" that will be in the audience, who are well known and well liked. I may joke with them, so I may need to call 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 \_\_\_\_\_

## INFORMATION ABOUT YOUR AUDIENCE

Problems? \_\_\_\_\_

Challenges? \_\_\_\_\_

Breakthroughs? \_\_\_\_\_

What separates your high-performance people from others?

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Hearing/Sight-impaired audience members? Names \_\_\_\_\_

Contact information \_\_\_\_\_

## INFORMATION ABOUT YOUR INDUSTRY/PROFESSION

Problems? \_\_\_\_\_

Challenges? \_\_\_\_\_

Breakthroughs? \_\_\_\_\_

## INFORMATION ABOUT YOUR ORGANIZATION

Problems? \_\_\_\_\_

Challenges? \_\_\_\_\_

Breakthroughs? \_\_\_\_\_

Significant events? Mergers? Relocations? \_\_\_\_\_

## TRAVEL INFORMATION

Location of presentation and venue name \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

Location at the site ( room-name, etc.) \_\_\_\_\_

Airport to arrive at \_\_\_\_\_

Transportation from the airport to your site? Taxi? \_\_\_\_\_ Rental Car? \_\_\_\_\_ Driver? \_\_\_\_\_

Driver's Name \_\_\_\_\_ Cell \_\_\_\_\_

If an emergency occurs on the way to the site, who would be an alternate contact if YOU are unavailable?

Name \_\_\_\_\_

Business phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

***Thank you this information. I'll use it to prepare an outstanding presentation for your group.***

***Sincerely, John James Santangelo***