

Client Pre-Program Questionnaire for Laura Stack

This questionnaire will allow Laura to tailor her presentation to the specific needs of your group. Please answer all questions as completely as possible, but feel free to skip anything we've already discussed or that which is irrelevant to your group. The purpose is not to create additional work for you but to significantly increase the value of the program for your audience. Thank you!

A. CONTACT INFO

1. Completed by: _____
2. Cell phone in case of emergency: _____
3. How did you hear about Laura? _____
4. What prompted you to hire Laura?

B. THE MEETING

5. Name of company or organization: _____
6. Date/Time: _____
7. Event: _____
8. Meeting theme: _____
9. Overall objective/goal: _____
10. Attire for women attending: ___ Cocktail ___ Business ___ Business casual ___ Casual
11. Other speakers on the program (name and topic):

C. LOGISTICS

12. Closest airport: _____
13. Estimated travel time from airport to meeting location is: _____
14. Will someone meet Laura at the airport, or should she use sedan service? _____
If so, who will meet her and where?
15. Meeting location: _____

Street Address: _____

Telephone: _____

16. Specific location of Laura's presentation? Room? Floor? _____

If the meeting is NOT being held at a hotel, our office will make hotel reservations (unless you specify otherwise). If the meeting is at a hotel, please reserve a king, non-smoking room for the night prior to the event, guaranteed for late arrival, and billed to your master account number. Laura will depart after her presentation.

17. Laura's hotel (if different from meeting location): _____

Address: _____

Phone: _____

18. Confirmation # _____

19. Estimated travel time from hotel to meeting location is: _____

20. Will you be serving breakfast and/or lunch? _____

21. May a guest sit in on this program? _____

22. Laura likes to arrive 45 minutes before her presentation to set up and get settled. Where, specifically, should she meet you (lobby, room #, registration desk, etc.)?

23. Will an LCD projector and screen be available on-site? (not needed for keynotes) _____

24. Will a wireless lavalier be available on site? (not needed if under 30 people) _____

D. YOUR AUDIENCE

25. Number attending: _____

26. Male % _____ Female % _____

27. Age Distribution: _____

28. How well do participants know each other? _____

29. Are spouses invited? _____

Will they be attending Laura's session? _____

30. Please give me a general description of the audience:

31. What are their primary responsibilities?

32. What are the titles of those in attendance/level?

33. How do they spend their working hours?

34. What are their challenges? What keeps them up at night? Causes stress?

35. What are their rewards?

36. What do participants think or know about this topic?

37. How does your audience react to an interactive session?

38. Are there sensitive issues to avoid?

E. MY PROGRAM

39. Meeting start time and end time: _____

40. Laura's program start time and end time: _____

41. Introducer (name, title, phone): _____

42. What other speakers have you had recently?

43. What will happen before and after Laura's presentation?

44. What is the speaker's role?

45. Why did you choose this topic?

46. What are the top three objectives for Laura's presentation?

- a) _____
- b) _____
- c) _____

47. If you were the one presenting this program, what are the key messages you'd be sure to deliver?

48. What action would you like people to take after this session?

49. Are there any buzzwords or messages that you would like Laura to reinforce?

50. What else do we need to know to WOW your audience?

F. YOUR ORGANIZATION

51. What is your website? _____

52. What is the mission/philosophy statement of your company/organization?

53. What is your organization most proud of?

54. Please provide a “state of your industry” statement:

55. Do you have any key phrases you often use?

56. Primary products and/or services:

57. Who are your customers by type?

58. Who are your major competitors by name and product category?

59. Biggest challenges your organization is facing?

60. Biggest opportunities present and/or future?

61. What is unique about your group?

G. OTHER RESOURCES

62. Name and phone # of three people whom Laura may interview for ideas:

- a) _____
- b) _____
- c) _____

63. Clients are often interested in providing a learning resource or gift to attendees, such as a book, audio, or MP3 to extend the value and impact of Laura's presentation. Would you be interested in this option?

- We are interested in pre-purchasing a book for each person. Which one? (Leave the Office Earlier; Find More Time; or The Exhaustion Cure)_____
- Please call me to discuss options and pricing.
- We would like you to ship books to have available on-site for individual purchase.
- We don't want to offer any books at all; participants can order one if interested.

64. Please mail separately whatever printed material and information is available that you feel would help Laura understand your organization's people, products and/or services, and industry. Laura would rather have too much information than too little. This could include:

- Meeting materials (the agenda PLEASE, conference brochure, promo items, etc.)
- New employee orientation kit
- Annual report
- Newsletters, trade publications, magazine or newspaper articles about your company or industry
- Advertising, product literature, or promotional brochures

THANK YOU! WE APPRECIATE YOUR BUSINESS.