Pre-Program questionnaire For David M. Jacobson, MSW

These questions are designed to help my staff and I prepare a program specifically suited your needs. Please take a moment to answer all the questions fully and return by email. I realize you may need input from others to answer some of the questions. You also are not likely to have the information on all speakers/topics as of yet. I would prefer you partially complete as much as possible in the next few weeks and the rest as the information is obtained.

Thank you for your help!
David M. Jacobson, MSW
President: Humor Horizons

Presentation Title:
Time Frames? Start times_____ end times_____ Any 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?

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

Specific objectives for my presentations?

Will my sessions be concurrent with any other sessions or keynotes?

Sensitive issues that should be avoided?

Introducer's name?

Introducer's Phone Wk.___ Hm.___

Is there any publicity work I can help you with while I am at your event? Y N
Radio____ Television_____ Other_____

Who are the other speakers on the program?

Speaker_________ Topic_____________

Speaker_________ Topic_____________

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

What did you like and/or dislike? Withold 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 departments/associations_________________

What comments or suggestions do you have that will help make these presentations the best your audience has ever had?________________
Questionnaire - Part Two:
The Audience

Total number attending? Spouses attending? Y N
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?

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. 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? Y N

If yes, please provide names and contact information

TELL ME ABOUT YOUR DEPARTMENT/PROFESSION

Problems?
Challenges?
Breakthrough?

TELL ME ABOUT OTHER ORGANIZATIONS/DEPARTMENTS/PROFESSIONS ATTENDING

Problems?
Challenges?
Breakthrough? ________

Significant events? Relocations? Lay offs? Department mergers?

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TRAVEL INFORMATION

Location of sessions and venue name_______________
Address ____________ Phone________________

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

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

Name____________________
Business Phone__________
Home Phone_______________
Other contact information_______

Thank you for taking the time to provide this information. I will use it to prepare an outstanding presentation for your group.

David Jacobson