

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? 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 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?

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