

Pre-Program Questionnaire

This questionnaire is designed to assist in preparing a quality program specifically suited to the needs of the audience.

1. How did you hear about the speaker? _____.
2. Event type: (Annual meeting, Convention, etc.) _____.
3. Proper attire for speaker (Please check one) _____ Business Suit
_____ Black Tie _____ Business Casual
4. Meeting Theme: _____.
5. Contact Person _____ Email/Phone _____.
6. What take's place immediately before this presentation? _____.
7. What do you consider the primary strengths of your organization?
 - a. _____.
 - b. _____.
 - c. _____.
8. What are the top 3 challenges faced by the member's of your group?
 - a. _____.
 - b. _____.
 - c. _____.
9. What are the approximate characteristics of your average member?
 - a. Age _____ b. Sex _____ c. Income level _____ d. Education _____.
10. Approximately how many people will be in the audience? _____.
11. What 3 things do you think we should know about your group?
(Stereotypes, jargon, dreams).
 - a. _____.
 - b. _____.
 - c. _____.
12. What professional speakers have you used in the past and what did they discuss?
 - a. _____.
 - b. _____.
 - c. _____.
13. What are the 3 most significant events that have taken place in your industry in the past year?
 - a. _____.
 - b. _____.
 - c. _____.

Critical Questions:

- 14. Specifically, what do you want to accomplish in this session?
 - a. _____.
 - b. _____.
 - c. _____.
- 15. What are your objectives overall with the event?
 - a. _____.
 - b. _____.
 - c. _____.
- 16. Are there any key issues or topics that you feel need to be addressed?
 - a. _____.
 - b. _____.
 - c. _____.
- 17. Names and contact numbers of 4 people we can contact who will be in attendance to increase the value of the program:
 - a. _____ Phone _____
 - b. _____ Phone _____
 - d. _____ Phone _____
 - e. _____ Phone _____
- 18. Do you have any other suggestions to help make this your most successful program ever?

