



PRE-PROGRAM QUESTIONNAIRE:

RE:

This questionnaire is designed to help us prepare a program that is specifically tailored to the needs of your group. Please take a moment to fully answer all the questions, and return the form to our office. Thank you.

Special request; Please send as much information as possible to help increase the understanding of your organization. This includes association magazines, news releases, blogs or other information you feel would be of value.

I. AUDIENCE ANALYSIS INFORMATION:

1. Number of attendees?
2. Major job responsibilities of audience members?
3. What are the names/titles of your top people who will be at the meeting?

II. THE PROGRAM ITSELF:

1. Name of organization:
2. Name of program/speaker contact:
Address: _____ Tel: _____
E-mail: _____
3. Date of meeting:
4. Type of meeting: _____breakfast _____luncheon _____dinner
5. Purpose of meeting: _____convention _____weekly, monthly, annual meeting
 _____award meeting, banquet _____trade show
6. Program theme:
7. What is your specific objective for my session?
8. Are there any issues/topics that you think I should discuss during the program?

9. Key issues to avoid (if any):

10. Who will be in the audience?

11. Name and title of my introducer:

12. Starting times for: My program _____ Entire program _____

13. Ending times for: My program _____ Entire
program _____

14. What takes place before my program (speaker, meal, workshop)?

15. What takes place immediately after my program (break/another speaker/nothing, etc.)?

16. If other speakers are on the program with me, who are they and what are their topics?

17. Meeting location: Address/City/Telephone number/Hotel/Meeting Room?

18. How will you publicize the event (including social media platforms)?

19. Do you have a blog?

20. Will you provide a written testimonial for our website?

III. GENERAL BACKGROUND INFORMATION:

1. What are their greatest challenges, problems or concerns?

2. What do they most want to learn or know about?

3. What skills, techniques or tools will have the most significant impact for them professionally?

4. In what area do they need the greatest breakthrough?

5. What are the specific challenges currently facing their industry / profession?

6. What else should I know about your organization, e.g., challenges, mergers, relocations, future planning, etc.?

7. What outcome do you want from this presentation: training, motivation, change in behavior, motivation, etc.?

8. What speakers have you had in the past that covered topics similar to the material I am proposing?

9. What did you like and/or dislike?

10. What would it take, specifically, for this presentation to be the best your audience has ever experienced on this topic?