PRE-PROGRAM QUESTIONNAIRE

This questionnaire is designed to help me tailor a program that addresses the needs of your group.

Please fill out all pertinent information and return BRAND(x)LUX via email.

Thank you.

Client:
Event Dates:
Event Time:
Thomaï Serdari Start Time: End Time:
Suggested Time for A/V Check:

Nearest airport location:
Recommended hotel:

Program location:
Name of location/venue:
Address:
Room Name/Number:

Contact in case of problems/emergencies:
Name:
Business telephone #:
Cell #:

AUDIENCE ANALYSIS INFORMATION

1. Number of attendees? % Male?   %Female?

2. Average age of group? (age ranges)

3. Major job responsibilities of audience members?

4. Names and titles of top people attending the meeting?

PROGRAM

What are your specific objectives/results for my session?

Are there any specific issues you would like me to cover?

Are there issues to avoid?

Is a Q/A expected?
What is the purpose of this meeting? (Annual meeting? Awards? Conference?)

Does the event have a theme?

Who will introduce me? Name and title:

What takes place before my program? (Another presentation? Meal? Break?)

What takes place immediately after my program?

Are there other speakers on the program with me? If yes, please provide me with their names and the topics they will be covering.

Preferred attire:

Room set up: Classroom?   Round Tables?   Stage?
          Other?

GENERAL BACKGROUND INFORMATION

What are the top three challenges faced by the people who will attend my program?

What do you consider the three greatest strengths of those attending my program?
What do you consider the three greatest weaknesses of people attending my program?

What areas of their work performance are in need of improvement?

What are some of the current challenges in your industry and organization?

What are the most significant events to have occurred in your industry and organization during the past year? (Expansion? Contraction? Relocation? New policies or regulatory systems?)

What is the ONE thing you would like people to retain after attending my program?