

# Pre-Program Questionnaire

This form will help me prepare for your event. Please email back directly to my assistant Vicki Zehnder and her email is [vicki.zehnder@amsfco.com](mailto:vicki.zehnder@amsfco.com)

Do your best on it, and we can discuss further on a phone call.

**Name:** Click here to enter text.      **Company:** Click here to enter text.      **Title:** Click here to enter text.

**Phone #:** Click here to enter text.      **Website:** Click here to enter text.      **Email Address:** Click here to enter text.

## I. The Program

- a. What is your program/event **theme**? Click here to enter text.
- b. What **kind of meeting** will this be? Click here to enter text.
- c. What is the **name and title** of the person introducing me? Click here to enter text.
- d. Exact **times** of my presentation: end of day - recreation in the afternoon?? Click here to enter text.
- e. What **events** take place immediately before and after my presentation? Click here to enter text.
- f. What is my **role** in the program? Click here to enter text.
- g. Who are the **other speakers** on the program, if any?

Speaker: Click here to enter text.      Topic: Click here to enter text.

h. What did you specifically **like or dislike** about the performance of speakers you have used in the past? [Click here to enter text.](#)

i. What **ideas or skills** do you want your group to retain from my presentation? [Click here to enter text.](#)

j. Are there **specific issues** I should be sure to *address*? ...**be sure to avoid**? [Click here to enter text.](#)

k. Why did you select me as your speaker? [Click here to enter text.](#)

l. What is the appropriate dress for me? [Click here to enter text.](#)

## II. Logistical Information

### a. Air Transportation:

- What is the nearest **major airport** to the meeting site: [Click here to enter text.](#)
- Distance in time to the meeting site: [Click here to enter text.](#)

### b. For **transportation** from the airport to the meeting site, would you prefer?

- To have me take a cab/shuttle or will a car be set up to meet me? [Click here to enter text.](#)

### c. If I have any **problems/emergencies** on my way to the program, whom should I contact?

- Name: [Click here to enter text.](#)
- Cell Phone: [Click here to enter text.](#)

**d. Exactly where is the meeting?**

- Hotel/Conference center: [Click here to enter text.](#)
- Address: [Click here to enter text.](#)
- City: [Click here to enter text.](#)                      State: [Click here to enter text.](#)                      Zip: [Click here to enter text.](#)
- Telephone: [Click here to enter text.](#)
- Meeting room name/number: [Click here to enter text.](#)

### III. Audience Analysis

**a. Audience**

- Number attending: [Click here to enter text.](#)
- Number of males: [Click here to enter text.](#)    Females: [Click here to enter text.](#)
- Age range: [Click here to enter text.](#)
- Are **spouses** invited? [Click here to enter text.](#)
- **Educational** background of the audience? [Click here to enter text.](#)

**b.** What are the primary **job titles** of those in the audience? [Click here to enter text.](#)

**c.** Please describe **what these people really do** on a daily basis? [Click here to enter text.](#)

**d.** Toward **which group** should I primarily direct my presentation? [Click here to enter text.](#)

**e. What** are the current **“hot issues”** in the industry, in the community? [Click here to enter text.](#)

**f.** What is your **competitive advantage**? *Why do people do business with you?* [Click here to enter text.](#)

**g.** What are the **subtle errors** that tend to be made in executing their job each day? *Please be specific.*

[Click here to enter text.](#)

**h.** What are the simple **daily disciplines** that the best performers practice? *Be specific.* [Click here to enter text.](#)

**i.** What are the **most significant events** that have occurred in your company/group, industry etc. recently? [Click here to enter text.](#)

**j.** What do you want the attendees **to believe** after the meeting is over?

[Click here to enter text.](#)

Also, please give me the name, email address and phone number of at least two other key people I can call to interview - ideally people who represent the largest portion of the audience.