

Pre-Program Questionnaire

Name: _____ Company: _____ Title: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Phone #: _____ Email Address: _____

I. The Program

- a.** What is your program/event **theme**? **Please add the logo for the event and/or the company here.** *To maximize the impact of my message and to create a clear call to action, I use a simple fill in the blank handout. I will get to you in advance for you to duplicate for everyone. Typically, 4-5 pages of material.*
- b.** What **kind of meeting** will this be? Do you have a Twitter # for the event?
- c.** What is the **name and title** of the person introducing me?
- d.** Exact **times** of my presentation:
- e.** What **events** take place immediately before and after my presentation?
- Before -
 - After -
- f.** What is my **role** in the program – opening/closing?
- g.** Are there **specific issues** I should be sure to *address*? ...**be sure to avoid**?
- h.** Why did you select me as your speaker?
- i.** What is the appropriate dress for me? (Suit and tie, sport coat/slacks, business casual)
- j.** Attendees would love to take a valuable gift home from your event. Make the investment in a resource they can use forever. You can purchase **The Smart Guide to**

believe that?

i. I want to talk about examples of doing things in a "good way" and a "great way." The idea is customers/teammates will remember much more **how** you did something versus **what** you did. Please give me some examples of common tasks in executing your job. *What is the good way to do it and what is the great way to do it? Examples – good customer experience vs. a GREAT one, good way to tell your company story and a GREAT WAY..*

IV. General Background Information

a. What **industry** is your company/association a part of? If *diverse mix*, what primary industries?

b. Are there any **buzz words, jargon or common acronyms** I should be familiar with? Any **inside jokes** I can use that will "kill" when I mention them?

d. What are the **biggest challenges** you are dealing with currently? Please be specific.

e. Who is the **typical customer** your people work with the most?

f. What must your people "**own**" to be successful?

Reminder: **IF we discussed adding the Board Break Experience**, you are responsible to order the BOARDS. We need ONE board for each person plus a few extra. Order the boards from BreakingBoards.com - good idea to have a nice quality **rubber stamp** made with the Company logo/event theme to put on the boards. Virtually everyone will keep and display their board in the future.

Please order at least 25 days out! Order the 3/4-INCH THICK, 12" x 7" size. [Here is the link.](#)

Also please [purchase Safety Glasses like these](#) from Home Depot or a similar source. One pair for each 15 people. They are for the volunteers who will help with holding the boards.

Please get me copies of your **product/service information** and any internal/external

newsletters/magazines that might help me get to know the audience better.

Also please give me the name, short bio, email address and phone number of three key people I can contact - ideally people who represent the largest portion of the audience.

WEB PAGE ADDRESS IS _____?