

SPEAKERS NETWORK PRE-PROGRAM QUESTIONNAIRE

RE: \_\_\_\_\_

In order to meet the precise needs of your upcoming meeting, we would like to provide your chosen speaker with the following information. Please invest a few minutes to answer the questions you feel would be important and return them to us at your earliest convenience. Thanks!

1. Who will be in attendance?

A. Total number \_\_\_\_\_

B. Male/Female Ratio / % \_\_\_\_\_ / \_\_\_\_\_ %

D. Approximate ages \_\_\_\_\_ to \_\_\_\_\_

E. Educational background \_\_\_\_\_

F. Job Titles \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

G. Names and positions of top management people

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. What is the theme for your conference/meeting?

\_\_\_\_\_

3. What is the mission/philosophy statement for your company/organization?

\_\_\_\_\_

4. Briefly describe your products/services:

\_\_\_\_\_

5. What are the top three challenges faced by the people who will be attending?

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_

6. What three specific things do you think I should know regarding the people attending?

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_

7. During the past year, what are three significant events which occurred in your association or organization?

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_

8. Specifically, what "local color" should I use in my presentation? This could be anything, such as a new Company policy, an in-house buzz word, a local drinking place, a funny person, poor food, a broken piece of equipment, local weather, or achievement of a top official in your organization.

---

---

---

9. Based on other programs your people have attended with an outside speaker, what have they:

A. Liked least? \_\_\_\_\_

B. Liked best? \_\_\_\_\_

10. Do you have any other ideas that might help me make this the most meaningful and worthwhile presentation your people have participated in? Are there any sensitive area I should stay away from?

---

---

11. What is the name and what is your main objective for this meeting/conference?

---

---

12. What are the top two objectives for my presentation?

A. \_\_\_\_\_

B. \_\_\_\_\_

13. Schedule - what is happening before and after my presentation?

---

---

(Optional)

14. Top people to recognize in the audience or people to poke "fun" at:

Name: Title: Reason:

---

---

Name: Title: Reason:


14. Please list past speakers:

---

---

---

Note: Please send a copy of all memos, program announcements, brochures, and other promotional materials relating to this meeting so this presentation will be consistent with your promotion.

In addition, any annual reports, a company newsletter/paper/flyer, or any key product brochures would be appreciated if available.

THANK YOU VERY MUCH . . .