

Wendy KELLER Pre-Program Questionnaire

This questionnaire is designed to help Wendy prepare a program that is specifically tailored to the needs of your group. Please answer all the questions and return the form to our office by fax, email or mail. *Thank you!*

Client: _____ Event Date: _____

Nearest airport from hotel and speech location: _____

Emergency contact: Name _____ Cell # (____) _____

Business # (____) _____ Home # (____) _____

Audience Composition Information:

Estimated number of attendees? _____ % Male? _____ % Female? _____

Average age of group? _____ Range of ages? _____ to _____

Most common job title of audience members: _____

Please name and give the job title for the top 3 people whom you expect to attend:

Name: _____ Title: _____

Name: _____ Title: _____

Name: _____ Title: _____

Program Specifics:

What are your three most desired objectives for my presentation?

1. _____

2. _____

3. _____

Are there any specific issues/topics you particularly want me to mention during the program?

Important things to avoid (if any): _____

What is the purpose of this meeting? (annual meeting, continuing education, other?)

Name and title of my introducer: _____

The introducer's email address: _____

Start and End time for my program: Begins at _____ Ends at _____

Will the attendees be eating or drinking during my presentation? (circle one) Yes No

What takes place directly before my presentation? (speaker, meal, break, etc.) _____

What takes place immediately after my presentation? (speaker, lunch, nothing) _____

If there are other speakers on the program, who are they and what are their topics:

.....

General Background Information:

Is there a specific crisis which the members of this group have experienced? Please describe it.

If the group is coping with a specific event or crisis, has there been an increase in turnover, absenteeism, sick leave, disharmony, and decreased productivity since?

In your opinion, what are the general challenges, difficulties or obstacles this group is facing?

What methods or trainers has this group used in the last 12 months to deal with this issue (if applicable):

What are the 3 greatest strengths of the people who will be attending this session?

1. _____

2. _____

3. _____

What are the 3 greatest weaknesses of the people who will be attending this session?

1. _____

2. _____

3. _____

Are there any positive or negative “inside stories” related to this crisis or event that everyone talks about?

When your people leave this presentation, what’s the one thing you want to be uppermost in their minds?

Thank you!