Preprogram Questionnaire

The answers to the following questions will help me personalize each presentation to your organization's and audience's needs. Some of these questions may seem ridiculous and elementary, however, this document has been created from 'real life experiences'. Please take a few moments to answer the questions below and return this questionnaire. Thank you for your help.

1. Name and job title of person filling out this form:
2. Emergency contact person on-site the day of the presentation and the best phone number (cell, office, etc.) to reach that person:
3. The EXACT address of where the presentation is going to be given with any specific nuances to the venue
4. Why are you running this event? Why now? What are you trying to change or improve?
5. What type of event is this? (customer conference, leadership conference, awards luncheon, diversity celebration, etc.).
6. What other events have they had recently? By whom? How did it go? What worked? What didn't? What was the feedback?
7. What activities are your attendees comfortable with? Interaction? Role-playing? Brainstorming?
8. What other events are coming up?
9. What about your event is most important to you?
10. What is the theme for your event? What is the hashtag for the event?
11. What is the mission/philosophy statement for your company/organization?
12. Briefly describe your products/services.
13. Is there a slogan that is commonly used in your organization?
14. Who or what determines the success or failure of this event?
15. How will that be measured? What does success look like? Sound like? (i.e. increase sales, build relationships, education, branding, etc.)
16. What are the current concerns/problems/challenges facing your organization? What keeps you up at night? (List the top 3) What gets you up in the morning?
17. What type of session? (opening general session, dinner, concurrent session, etc.)
18. How many people will be in the audience? What is the age range? % Female? % Male? Educational background? Job titles?
19. How many seats in the venue? (is the venue too big or too small)
20. How long is the audience's day?
21. Did attendees self-select for this event?
22. What is the point of the event for the audience?
23. Who will be holding them accountable?

24. What is the main purpose of my presentation? (inspire, entertain, educate, shock, problem solve, position, etc.)
25. What is the problem the audience has for which my expertise is the solution? What keeps them up at night? (List the top 3)
26. What does the audience fear most?
27. What are their hopes and dreams?
28. What makes them laugh or cry?
29. What makes them worry?
30. What do they need to succeed?
31. What three specific things do you think I should know regarding the people attending?
32. What would you like them to do differently as a result of the talk? What ONE thing do you want to be upper-most in their minds? What is your time-frame for this change? How will this benefit your organization?
33. What key people will be in the audience? Who are the highest ranking people in the room?
34. Tell me a little about the culture here.
35. Is there anything happening in the organization recently? Mergers, acquisitions, layoffs, hiring, etc.
36. Is there anything you want me to make sure that I don't do or don't say? What sensitive areas should I avoid?
37. 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, or local weather.
38. Top people to recognize in the audience or people to poke "fun" at: Name: Title: Reason:
39. Which speakers did you hire last year?
40. Who else will be on the program this year?
41. Of all the speakers you could have chosen, why did you choose me?
42. How long will I be speaking?
43. Who is speaking before me? How long is/are those presentations? What is the nature and content of those presentations? Is there a chance they may speak longer or shorter than planned?
44. What will be taking place immediately before/after my program?
45. Can I go over my speaking time or do you need me to stop promptly?
46. What room will I be speaking in and at what exact time?
47. What is the stage like?
48. How is the seating? How will the room be set? (round tables, rows, SRO, etc.)
49. What is the most convenient time for me to make my AV check?
50. Will there be a video projector and an audio line for my computer?
51. Will the previous speaker be using a laptop for their presentation and how much time will I have yet to prepare my setup?

52. Are there any other events that you would like me to attend?
53. Is the hotel at the same location as the event? What is the travel time from my hotel to the event location?
54. What airport should I fly into?
55. How will I travel from the airport to your event?
56. What time will the event be over? What time should I be leaving to head to the airport?
57. In case of emergency or flight delays who and where should I contact?

Other questions to consider:

A. Do you need additional on-site activities to reinforce my presentation's value, such as interviews (pre-event, onsite or post-event), private VIP discussions, book signing, social media posts, etc.?
B. Do you have a system in place for evaluations? Surveys? Tweetamonials? Other measurables?