

## Pre-Program Questionnaire

If you take a moment to fill this out, I will be better prepared to give you the quality program that you expect.

Your name \_\_\_\_\_ Date \_\_\_\_\_

The Event:

Name of organization or group

Location of the meeting/training/keynote-venue, city-state

Event/purpose of the event

Audience size

Special theme

Event attire:

How would you like for me to dress?

About Your Organization

Who is the event/meeting planner-my contact person?

What is the purpose/vision of your organization?

What business issues are currently facing your organization?

What would you say is the morale of the audience that I will be interacting with, and what about the rest of the company?

What kind of leadership is prevalent within your organization, supporting, commanding, inspiring, and analytical?

Who are your major competitors?

Are there any “taboo” issues that I need to avoid in my presentation?

Does your group have a common “pain” or something that everyone seems to comment on? For example, what are the typical “stressors” or complaints that the group experiences?

Please list any words, jargon, critical projects, in-house sayings that I might incorporate in my presentation.

To make sure I connect with your audience, please list 3 contacts who I may speak with about the content and any particular issues within the organization.

Name	phone	email
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May I have a conversation with the CEO/executive director/, and if yes, how may I contact them?

Do you have a conference agenda and would you email it to [sue@suehansenspeaks.com](mailto:sue@suehansenspeaks.com)

What do the participants know about this topic?

Will this audience have supervisory responsibilities?

What is the age distribution of the audience?

What percentage is male \_\_\_\_\_ female \_\_\_\_\_?

Would you be interested in purchasing resources/books for the participants?

Travel Arrangements:

Nearest airport to the event:

Please book and confirm hotel for late arrival-non-smoking room  
(billed to your master account number)

Hotel

Address

City, State, Zip

Confirmation #

Dates

Estimated travel time from airport to lodging

How will Sue get to the Hotel?

Car Service

Rental Car

Pick up-who will that be

Where

Mobile phone number to contact upon arrival

In case of emergency: who is the on-site

contact \_\_\_\_\_

What time would you like Sue to meet the event coordinator?  
May a guest sit in on this program?  
What else do you think is important for me to know about this audience, your company or anything that might influence the “atmosphere” of this program?

Please email form to: [Janel@suehansenspeaks.com](mailto:Janel@suehansenspeaks.com)

Fax: 970.249.3496

Or mail to: Sue Hansen Speaks!  
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