

# Pre-Program Questionnaire

Thank you for taking the time to supply this information. Your event is very important to us. The better prepared we are, the better we can serve you.

Our goal is to make you look like a hero for selecting our speakers bureau!

This is a guideline of information we need from you; however, not every question will be relevant for every event. Please answer the questions that you deem relevant for your event and send it back to us. Any other information about your company, your people or meeting you can provide will be happily received. An actual program agenda is always appreciated.

1. **Simply fill out this form and You can either fax to: 1-877-882-5368**

2. **Or, Mail To:**

**Fleck, LLC (Your Speakers Bureau)**

**Attention: Koby Fleck**

**P.O. Box 700306**

**Tulsa, OK 74170**

**Your Name:** \_\_\_\_\_

**Company / Association Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**State/Province:** \_\_\_\_\_

**Zip/Postal Code:** \_\_\_\_\_

**Country:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Meeting Date:** \_\_\_\_\_

**Meeting Type (Convention, Sales, Etc.):** \_\_\_\_\_

**Meeting Location / Venue:** \_\_\_\_\_

**Length of Talk/Workshop:** \_\_\_\_\_

Exact **times** of the performers **presentation(s)**?

\_\_\_\_\_

Meeting Room Name/Number for the performers presentation:

\_\_\_\_\_

How should the presenter **dress** for the presentation?

\_\_\_\_\_

What is the **name** and **title** of the presenters **introducer**?

\_\_\_\_\_

What is the **best time** for the presenter to do an **a/v and room check**?

\_\_\_\_\_

**THE PROGRAM:**

What is your **Program Theme**?

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\_\_\_\_\_

\_\_\_\_\_

What does the **theme** mean to your group?

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What is the presenters **role in the program**? (opening/closing keynote, luncheon speaker

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What is the agenda immediately before, and after, the presenter speaks?

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**AUDIENCE ANALYSIS:**

**Number of attendees:** \_\_\_\_\_

**Percentage Male:** \_\_\_\_\_

**Percentage Female:** \_\_\_\_\_

Who will be **attending? Make-up** of the audience sales, customer service, suppliers, spouses, etc.

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(For content oriented presentations or training sessions) Do you have **three key points** you want stressed in the talk?

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What are **the most important changes** happening in your company and industry?

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Is there a **slogan** or **philosophy** that is commonly used in your association/company?

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What keeps senior management **awake at night**?

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What is the **life** of the audience on a **day-to-day basis**? (in office, field, long hours, etc.)

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What are the **challenges, concerns and fears** of your audience members? (Please be honest, this is confidential information)

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What are your **victories** as a company/association/team?

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Specifically, what would you like to **accomplish** by having this presenter speak for your group?

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What does this presenter need to do to make the talk **worthwhile** to you?

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What percentage **entertainment** vs. **high content** techniques and strategies?

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List several examples of common industry-specific jargon used by your group:

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What are the **sensitive issues**? Topics/Subjects **not** to be mentioned?

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Anything **humorous** the presenter should know about?

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Should the **message** be targeted more to one group than another? If yes, which?

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(For training sessions and content oriented presentations) May we have the names and contact information of 3 individuals whom we may interview for greater customization and insight?

Name 1: \_\_\_\_\_ Contact Info 1: \_\_\_\_\_

Name 2: \_\_\_\_\_ Contact Info 2: \_\_\_\_\_

Name 3: \_\_\_\_\_ Contact Info 3: \_\_\_\_\_

**EMERGENCY CONTACTS:**

In case of emergency or flight delays who and where do we call?

**I.**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**II.**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**III.**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_