

## Pre-event Questionnaire

**This questionnaire is designed to help Ray craft and deliver a dynamic presentation specifically suited for the needs of your group.**

### INFORMATION

Organization: \_\_\_\_\_

Program Date(s): \_\_\_\_\_

Exact time of presentation: \_\_\_\_\_

Name of Coordinator: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

E-Mail: \_\_\_\_\_

### LOGISTICS

#### Transportation

A. What is the exact location of the meeting? \_\_\_\_\_

Meeting facility: \_\_\_\_\_ Room # \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Key contact person at hotel: \_\_\_\_\_

B. How far is it from the airport to the meeting site? \_\_\_\_\_

C. If the meeting location is different from Ray's hotel accommodations:

Ray's hotel: \_\_\_\_\_

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

D. If any problems occur enroute to the program, who should Ray contact?

Name \_\_\_\_\_

On-site phone: \_\_\_\_\_

Home phone: \_\_\_\_\_

E. Ray will be arriving on (date) \_\_\_\_\_ at approximately \_\_\_\_\_

Via \_\_\_\_\_ Departing on \_\_\_\_\_

At approximately \_\_\_\_\_ via \_\_\_\_\_

### **Lodging**

F. Please confirm a hotel room for Ray for the evening (s) of:

\_\_\_\_\_

*Please guarantee these reservations for late arrival and direct bill the room and tax to your master account.*

### **Program Agenda**

A. Ray's presentation:

Start time: \_\_\_\_\_ End time: \_\_\_\_\_

What is the name and title of Ray's introducer?

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

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

What is the proper attire for the program? \_\_\_\_\_

What takes place before and after Ray's presentation?

Before: \_\_\_\_\_

After: \_\_\_\_\_

### **Key contact list**

A. What two people can Ray interview over the phone to further tailor the program to your needs?

1. Contact name:

\_\_\_\_\_

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

Phone number: \_\_\_\_\_

Fax number: \_\_\_\_\_

2. Contact name: \_\_\_\_\_

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

Phone number: \_\_\_\_\_

Fax number: \_\_\_\_\_

Please include with questionnaire if available:

- Black and white clip art of your logo
- Annual report
- Information to help Ray understand your Company or Association
- Video about your Company or Association
- A rough or final draft of the agenda

### **Program contents**

A conference theme? \_\_\_\_\_

What is the purpose of this event? \_\_\_\_\_

What are your specific objectives for Ray's presentation? \_\_\_\_\_

\_\_\_\_\_

Are there any sensitive areas that should be avoided? \_\_\_\_\_

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What behavioral changes do you hope will be achieved – What results are you hoping for?

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Which area does this group need the most growth in? \_\_\_\_\_

What are your people doing right? \_\_\_\_\_

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What do you expect from Ray's presentation? (inspire, train, reinforce)?

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What are the "buzz" words for your industry or group? \_\_\_\_\_

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What seeds if any, do you want planted? \_\_\_\_\_

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What can Ray do that will add a special touch? \_\_\_\_\_

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What are the industry or company trends that are appropriate for Ray to touch on in his presentation?

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### **Audience profile**

What are the major responsibilities of those in the audience? \_\_\_\_\_

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What are the three major things that Ray should know about your group before addressing them?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Audience**

Number attending? \_\_\_\_\_

Average age group? \_\_\_\_\_

Educational background? \_\_\_\_\_

**Background**

What are the primary products/services that you offer? \_\_\_\_\_

What are the two most important benefits you offer your customers?

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What are your major weaknesses to your competitors? \_\_\_\_\_

What are your major strengths to your competitors? \_\_\_\_\_

**Thank you!**