

Pre-program Questionnaire

This questionnaire is a critical component of customizing Jay's presentation or program for your audience. Answer those questions that matter and provide as much information in each line as you can. The more information Jay has, the more he can make your presentation or program, high energy, high content, high activity and high results... in short, an EVENT.

Company/organization/association name: _____

Name of contact person: _____

Contact phone number: _____ Contact e-mail: _____

Presentation date: _____

Starting time of Jay's presentation or program: _____

Ending time of Jay's presentation or program: _____

Presentation site: _____

Address: _____

City, State, Zip (or country): _____

Presentation site contact and phone number: _____

Travel arrangements: Jay generally makes his own travel arrangements

Closest airport: _____

Hotel accommodations (hotel name): _____

Address: _____

City, State, Zip (or country): _____

Hotel phone number and contact if needed: _____

Hotel confirmation number: _____

Critical Audience/Meeting Information

Audience size: _____

Audience set up:

____ Classroom style

____ Round tables

____ Theatre style

____ Other - please give details: _____

Briefly describe what your organization does:

Describe the audience – their jobs, roles, titles, functions, etc. This helps Jay customize his presentation or program for this particular audience. Will spouses or others attend?

What is important to this audience?

What will constitute a success for the organization and for this audience?

Please list the names and roles of key company senior management who will attend the meeting:

Critical Audience/Meeting Information

What is the theme of your meeting or event?

What is the reason or purpose of the meeting or event?

Who else will be speaking at this meeting or event?

What takes place immediately before and after Jay's presentation?

Before: _____

After: _____

What is the appropriate attire for meeting participants and presenters?

Who will introduce Jay? _____

What is your organization's mission statement?

What is the nature of your business and your website address?

Website: _____

What are the two best resources to review about your organization or industry?

What are the three greatest accomplishments that your organization has achieved this year?
