

DR. STEVE TAUBMAN'S PRE-PROGRAM QUESTIONNAIRE

These questions are designed to help me prepare a program specifically suited to the needs of your group. Please take a moment to answer all the questions fully and return the form to my office. Although we've already covered some of these questions in our initial conversation, it's helpful to have your answers in writing.

I'd also appreciate receiving any printed material on your group that may help me with background information (eg. corporate reports, news items, in-house publications, products, services, etc). Also, if a printed meeting agenda is available, please attach that here.

Thanks in advance for your time and attention.

THE MEETING

Type of meeting? (eg. awards banquet, annual meeting, etc)

Theme/Title of meeting?

Goals of meeting?

THE PRESENTATION

Desired Presentation Theme

Time Frame? Start/End Time

What happens on the program just before I speak?

What happens on the program right after I speak?

Appropriate dress for presentation?

Specific objectives for my presentation?

Sensitive issues that should be avoided?

Introducer's name and contact information?

Would you like help promoting my appearance?

Who are the other speakers on the program?

Speaker/Topic

Speaker/Topic

Speaker/Topic

Past speakers that covered topics related to the material I will be presenting for you?

What did you like and/or dislike?

Please share any "local color" you may know of relating to the location where my program will be held.

Please share any "industry color" related to your organization or industry.

Can you recall and describe any "show-stopper" laughing moments from previous events?

Any other suggestions to help me make this presentation the best your audience has ever had?

What perceptions or tools would you like your audience to leave with?

THE AUDIENCE

Total number attending? Spouses attending? (yes or no)

Percentage male/female Average age?

Average annual income

Educational background

Major job responsibilities of audience

Will there be any "special guests?" Please explain.

Why is your group attending this meeting (voluntary, mandatory, etc.)?

What is their overall opinion regarding the subject of my presentation (favorable, hostile, etc.)?

How would you rate your group (1-10) on sense of humor? Participation?

Are there any running jokes among your group? If so, please describe.

Please provide the names and positions of three good natured "movers and shakers" in your organization that will be in the audience, who are well known and well liked. I may joke with them or call on them if the need arises. My staff or I may also want to contact them for more research information on your group (with your permission, of course).

Name/phone/email

Name/phone/email

Name/phone/email

Additional company contacts I should speak with to learn more about your company?

What separates your high-performance people from others?

Are there any hearing or sight-impaired audience members? Y/N

YOUR INDUSTRY/PROFESSION

Problems?

Challenges?

Breakthroughs?

YOUR ORGANIZATION/COMPANY

Problems?

Challenges?

Breakthroughs?

Most important opportunities for improvement?

Significant events? Mergers? Relocations?

Are there any commonly used acronyms unique to your company or industry? Please list and define:

LEARNING RESOURCES

Regarding my books, tapes, etc. would you prefer that I:

- Arrange for you to pre-purchase appropriate items for your group at a volume discount
- Set up a display table in a designated space at the event for attendee purchase
- Sell products from the stage with either digital fulfillment or back of room pickup

Other

TRAVEL INFORMATION.

Venue name/address/phone:

Location at the site (room name)

Airport to arrive at

How will I be transported from the airport to your site? (Taxi, Rental Car, Limo?)

If applicable, driver's name/phone

What is your cell number?

In an emergency on the way to the site, who's an alternate contact if you are unavailable?

Name/cell number

Thank you for taking the time to provide this information. I will use it to prepare an outstanding presentation for your group. -Dr. Steve Taubman