PRE-EVENT QUESTIONNAIRE

This questionnaire is designed to help us prepare a program that is specifically tailored to the needs of your group. Please supply the relevant answers below, and return the form to our office via fax at (310) 933-4241, or via email to Info@SethShapiro.com

1. **LOGISTICS AND CONTACTS**

Name of Meeting Planner/Executive:

Organization:

Program Date & Time:

Program Location:

Address:

Phone:

Email:

Alternate Contact phone/email (if planner absent):

2. **EVENT**

Name of Client Group:

Nearest airport from hotel and speech location:

Appropriate contact, should problems/emergencies arise en route:

Name _____   #   _____
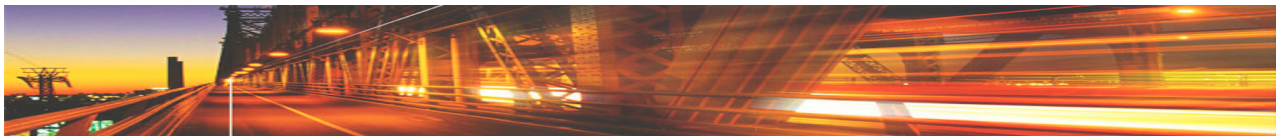
Estimated total of attendees:

Will spouses be attending?

Audience Composition:
_____% Staff or line
_____% Management
_____% Directors

3. EVENT OBJECTIVES

1. What is the purpose of this program (sales meeting, awards, or new product launch)?

2. What is the theme of the program?

3. What are the major objectives for this program?

4. What results you would like to achieve from the event?

5. What concept, knowledge or skills do you want the attendees to retain from the program?

6. What should we know about the group?

4. SESSION

1. What are your specific objectives for Seth's session?

2. What takes place before Seth on the program (speaker, meal, workshop)?

3. What will be happening immediately after Seth's session?

4. Are there any buzzwords or technical terms we should be aware of (jargon, acronyms?

5. Are there any special functions you would like Seth to attend to before or after the program?

6. How will you evaluate the success of the program?

7. What are your specific objectives/results for our session?

8. Are there specific issues, topics or content you would like covered in the session?

9. Key issues to avoid (if any):

10. Name and title of person introducing Seth:

11. If an Opening or Closing Keynote, is Q&A desired? Yes   No

12. Anticipated Start Time of Session:

13. Anticipated End Time of Session:

14. If other speakers are on the program with, what are their topics?
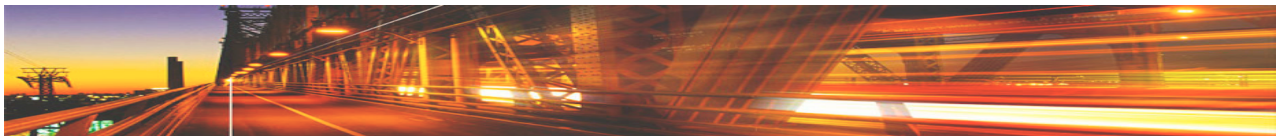
5.   GENERAL BACKGROUND INFORMATION

1.   What are the top challenges faced by the people who will be in the audience?

2.   What areas are in need of improvement?

3.   What are some of the current challenges facing your organization?

4.   What are the most significant events to have occurred in your industry/organization/group

during the past year? (e.g., expansion, relocation, reduction in force, new laws, etc.)

5.   When people depart from this talk, is there one thing you'd like uppermost in their minds?

_____

Please return the completed form to Info@SethShapiro.com, or fax to (310) 933-4241.

Thank you!