# **Pre-Program Questionnaire**

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For Michael Malaghan Phone: (808) 946-9785 Fax: (808) 942-2483

Please e-mail back to me as an attachment - mgm@malaghan.net

In order for me to customize my talk effectively can you please complete this for me?

 Name:
 \_\_\_\_\_\_
 Title:
 Phone #:

### I. The Program

*a*. What is your program/event **theme**?

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

*b*. What kind of meeting will this be? (awards banquet, quarterly/annual meeting, etc.)

c. What is the name and title of the person introducing me?

- *d*. Exact **times** of my presentation:
- ∠ Start time:
- Ending time:
- *e*. What **events** take place immediately before and after my presentation?
- ∠ Before
- 🔊 After
- *f*. What is my **role** in the program? (Opening, closing, keynote, lunch, etc.)
- g. Who are the other speakers on the program, if any?

Speaker:	Topic:	Day/time:
Speaker:	Topic:	Day/time

*h*. What did you specifically **like or dislike** about the performance of speakers you have used in the past? Why?

*i*. What ideas or skills do you want your group to retain from my presentation?

j. Are there specific issues I should be sure to address? ... be sure to avoid?

k. Why did you select me as your speaker?

l. What is the appropriate dress for me? (Suit and tie, sport coat/slacks, business casual)

## **II.** Logistical Information

#### a. Air Transportation:

- Solution What is the nearest **major airport** to the meeting site:
- & What is the nearest airport to the meeting site:
- Solution Distance in time to the meeting site:
- b. For transportation from the airport to the meeting site, would you prefer:
- To have me take a cab/shuttle? Approximate cost?
- Z To set up a car to meet me?
- c. If I have any problems/emergencies on my way to the program, whom should I contact?
- 🔊 Name

Business Phone

Home Phone

Cellular/Digital/Pager

d. Ex	actly where is the n	neeting?	
R	Hotel/Conference c	enter	
Ŕ	Address		
Ŕ	City	State	
Ľ	Telephone		
Ŕ	Meeting room name	z/number	
Ľ	Key contact at the h	notel/conference center	

# **III.** Audience Analysis

#### a. Audience

- Number attending:
- Number of males: Females:
- Average age of the group:
- Age range: \_\_\_\_\_ to \_\_\_\_\_
- Are **spouses** invited?
- *E* **Educational** background of the audience
- *b*. What are the primary **job titles** of those in the audience? *What is the name of the #1 Salesperson?*
- c. Please describe what these people really do on a daily basis.
- *d*. Toward **which group** should I primarily direct my presentation?
- *e*. What are the current "**hot issues**" in the industry, in the community?

f. What is your competitive advantage? Why do people do business with you?

Zip

g. What are the most significant events that have occurred in your company/group, industry etc. recently?

h. What specific activities/behaviors separate your high performance people from your average performers?

### **IV. General Background Information**

a. What industry is your company/group a part of? If *diverse mix*, what primary industries?

b. What are the three key things you think I should know about your group?

c. Is there any jargon or common acronyms I should be familiar with? Company/Association slogan?

d. On which target markets/industries does your organization primarily focus for business?

e. Who is the typical customer your people work with the most?

f. What is the primary product/services that you sell?

*g.* **Important:** What **stories** and **anecdotes** can you tell me about your key people? Make a note here of ideas you may have and we can discuss them on the phone.

Please get me copies of your **product/service information** and any internal/external **newsletters/magazines** that might help me get to know the audience better.

Also please give me the <u>names and phone numbers</u> of at least three other key people I can call to interview.

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