

Pre-Program Questionnaire

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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: _____ Company: _____ 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:**

✍ What is the nearest **major airport** to the meeting site:

✍ What is the nearest airport to the meeting site:

✍ 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?

✍ 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

- 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 names and phone numbers of at least three other key people I can call to interview.

WEB PAGE ADDRESS IS _____?