

Pre-program Questionnaire

Thank you for taking the time to supply this information. Please answer these questions and send to us along with any other information about your company, your people, and/or meeting. The more prepared we are, the better we can personalize the message.

Email or fax this document to:

LuAnne Hage

Email: support@JimBunch.com

Phone: (858) 764-4344

Fax: (717) 754-4344

1. Group Name:
2. Your Contact Information
Name:
Title:
Phone Number:
Fax Number:
E-mail Address:
Website:
Best time for our office to reach you:
3. Date & Exact Times of presentation?
Date: _____ From: _____ am/pm To: _____ am/pm
4. What is your conference theme and what does this theme mean to your group?
5. What kind of meeting is it? (Annual meeting, convention, kick-off, etc?)
6. Please describe the audience. (number of attendees expected, average age, titles etc)
7. Is this a specialized group or general public? If specialized, please explain details.
8. What industry does your organization belong to? (Retail, Network Marketing, Manufacturing, Real Estate, Mortgage, Financial Services)
9. What are the most significant events that have occurred in your industry, organization, school, and/or group this year?

10. What is the primary product/service your audience sells?
11. Is there any company/industry jargon, slogan or philosophy used we should be familiar with?
12. Who are your audience's major competitors?
13. What are sensitive issues that should be avoided?
14. What are your audiences' major fears/concerns/frustrations right now?
15. Please list (3) items you believe the speaker should know before addressing your group:
16. What is the main topic you'd like Jim to present?
17. Do you have 3 key points you'd like Jim to stress during the presentation?
18. What are your specific objectives for Jim's presentation?
19. What is your goal(s) for your audience?

20. What takes place immediately before and after the speaker's presentation?

21. Who are other speakers on the program (if any)?

22. What day are they speaking and are they before or after us?

23. Which company executives will be speaking before/after us and what are their topics?

24. Who will be introducing our speaker? (name/title/style of communication—ex: humorous)

25. What is the nearest major airport to the meeting site?

26. If we experience problems/emergencies on the way to the airport, who should we contact (Name and cell phone)

27. Who specifically should we contact to discuss Audio/Visual requirements (* be sure to read AV requirements doc)

28. When is the best time for us to do our AV set up/check?

29. How should we dress for the event? (Suit, sport coat and slacks)

30. Is there any additionally information that would help us tailor this presentation for your audience?