



Pre-program questionnaire

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Keynotes • Training • Executive Briefings

This questionnaire is designed to help us prepare a program that is specifically tailored to the needs of your group. Please answer all the questions and return the form to our office. Fax 267.873.8820 or email jeff@jeffmolander.com Thank You!

Special Request: Please send as much information as possible to help increase Jeff's understanding of your organization. This includes website links, newsletters or other information you feel would be of value.

Client: _____ Event Date: _____
Nearest airport from hotel and speech location: _____

If problems/emergencies arise on the way to the program, who should Jeff contact:

Name _____
Business (____) _____ Home (____) _____ Mobile (____) _____

1. AUDIENCE ANALYSIS INFORMATION: (If a public program, just estimate.)

a) Number of attendees? _____ % Male? _____ % Female? _____ Spouses invited? Yes No

b) Average age of group? _____ Range of age? _____ to _____

c) Major job responsibilities of audience members?

d) What are the names/titles of the top people who will be at the meeting?

2. THE PROGRAM ITSELF: (in addition to what we've discussed)

a) What are your specific objectives/results for my session?

b) Are there any issues/topics in particular that you think I should discuss during the program?

c) Key issues to avoid (if any):

d) What is the **purpose of this meeting** (annual meeting, awards, etc.)?

e) Name and title of my introducer: _____

f) **Starting** times for: My program _____ Entire program _____

g) **Ending** times for: My program _____ Entire program _____

h) What takes place before my program (speaker, meal, workshop)?

i) What takes place immediately after my program (break / another speaker / nothing, etc.)

j) If other speakers are on the program with me, who are they and what are their topics?

3. GENERAL BACKGROUND INFORMATION:

a) What are the **top three challenges** faced by the people who will be in my audience?

b) What do you consider the **three greatest strengths** of people attending my session?

c) What do you consider the **three greatest weaknesses** of people attending my session?

d) What areas of their **work performance are in need of improvement**?

- e) What are some of the current **problems experienced by your industry / organization**?
- f) 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.)
- g) Please share with me any “industry color” (i.e., promotions, unusual regulations/policies, Murphy’s Law in action...)
- h) When your people depart from this presentation, **what ONE thing** do you want to be uppermost in their minds?