

## PRE-PROGRAM QUESTIONNAIRE – FORD SAEKS – Business Keynote Speaker

This questionnaire is designed to help me prepare a customized program that is specifically tailored to the needs of your group.

### LOGISTICS

Company/Organization:

Closest airport from Hotel/Event Venue:

Event Venue Address:

Main Contact: Cell Phone: Email:

Secondary Contact: Cell Phone: Email:

Audio/Visual Contact: Cell Phone: Email:

### CULTURE:

- a) Organization Mission?
  
  
  
  
  
  
  
  
  
  
- b) Strongly Held Organizational **Beliefs? Mottos? Icons?**
  
  
  
  
  
  
  
  
  
  
- c) Significant **Historical Events** in the Organization?

### CONFERENCE/EVENT DETAILS:

If you have an **event website, newsletters, phone app, or brochure** please send me the links/files.

- a) Who did you have **speak last year?**
- b) Did you and the audience **like him/her?**
- c) What do you **want the audience to do, think or feel when I'm done?**

d) Are there any “voodoo” topics I should be aware of?

**AUDIENCE ANALYSIS INFORMATION:**

a) Can you send me the contact info and/or websites of a few of the attendees for mystery shopping and research?

b) What are the major obstacles they face in their work?

c) Approximate Number of attendees?      % Male?      % Female?      Spouses invited?      Yes/No

d) Average age of group?      Range of age? (from \_\_ to \_\_)

e) Major job title(s) of audience members?

f) What are the names/titles of the Key Leaders who will be at the meeting?

g) Specialty terms, jargon, industry speak etc.

**THE PROGRAM ITSELF:** (in addition to what we’ve discussed on calls)

a) My program Times: Day/Start/stop

- b) How will you measure the success of my presentation(s)?
  
  
  
  
  
  
  
  
  
  
- c) How will you know if I've done an amazing job?
  
  
  
  
  
  
  
  
  
  
- d) What is the purpose of this meeting (annual meeting, awards, etc.)?
  
  
  
  
  
  
  
  
  
  
- e) Are there any issues/topics in particular that you think I should discuss during the program?
  
  
  
  
  
  
  
  
  
  
- f) Key issues to avoid (if any):
  
  
  
  
  
  
  
  
  
  
- g) What takes place before my program (speaker, meal, workshop)?
  
  
  
  
  
  
  
  
  
  
- h) What takes place immediately after my program (break / another speaker / nothing, etc.)?
  
  
  
  
  
  
  
  
  
  
- i) 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 presentation?
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
- a) What do you consider the **three greatest weaknesses** of people attending my presentation?
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
- b) What areas of their **work performance** are in need of improvement?
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
- c) What are some of the current **problems experienced by your industry / organization**?

- d) 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.)
- e) Please share with me any “industry color” (i.e., promotions, unusual regulations/policies, Murphy’s Law in action...)
- f) When your people depart from this presentation, **what ONE thing** do you want to be uppermost in their minds?

#### 4. ADDITIONAL COMMENTS: