



Pre-Program Questionnaire

These questions are designed to help me prepare a great, customized presentation for you. Please answer all of the applicable questions and return to me at your earliest convenience. You can cut and paste this document into an e-mail at Lorri@Lorri.com if you prefer not to fax it to me at 817-923-8697. Thank you!

1. What is the hot topic of discussion in your organization?
2. Are there any situations I need to be sensitive to?
3. What are your three biggest challenges or concerns? What are the members' (or staff's or students') biggest challenges or concerns?
4. Are there any buzz words, slogans or jargon that would be good to include in my presentation?
5. What is the most memorable moment in the past year?
6. What is the funniest moment in the past year?
7. What is your group's biggest achievement in the past year?
8. Has the group had any bad experiences with the media? Any good ones?
9. Do you have a website or regularly check with any websites that might help me understand your concerns or goals?
10. How would you change your organization?
11. What are the demographics of the audience (age range, gender, special interests, backgrounds, etc.)?
12. Can you give me the names and phone numbers of at least three people planning to attend this session, so that I can make sure the session meets their expectations?
13. What speakers have you used in the past? What topics were presented?

What did you and your audience like most about these speakers and/or topics?

What did you and your audience like least about these speakers and/or topics?

14. Please send me the following information if available:

- Annual Report
- Brochure
- Meeting Agenda/Invitation
- Organizational Chart
- Monthly Newsletter

15. Is there a client satisfaction/service/loyalty or marketing issue that you would like me to specifically address? If so, please explain.

16. What is the attire for the event?

17. I am directionally challenged. Please give me explicit instructions to your location and a cell phone number to call in case I get lost. Believe me, I will leave in plenty of time to arrive at your venue at least one to two hours ahead of time.

18. Is there anything else you can think of that I should know in order to be on the same page with the attendees?