

## PRE-EVENT QUESTIONNAIRE FOR EVENT PLANNERS

**Requesting your assistance:** This questionnaire enables Susan to tailor her presentation to meet your needs. Please answer all relevant questions skipping over any that may not apply to your event.

**Special Request:** When returning this form, please enclose any printed material you feel would help Susan better understand your audience.

**Requested information is due:** Please return this questionnaire within one week of booking Susan. *Please note: This questionnaire is Susan's first step in preparing for her presentation for your event. To ensure a program that is tailored to meet your needs, it is imperative that it be returned on or before the above-mentioned date.*

Your Name:
Title:
Company:
Address:
Phone: Fax:
Cell Phone: Email:
Website:
Best time for Susan to reach you:
<b>THE EVENT</b>
1. What is your event THEME?
A. What topic are you interested in?
2. What does the theme mean to your group?
3. What kind of meeting is it? Choose One
4. Whose meeting is this? Name: Title:
5. Who will be introducing Susan? Name: Title:
6. The entire event: Begins: Ends:
7. Exact times of Susan's presentation? Starting: Ending: Please email program agenda to <a href="mailto:Susan@SusanBock.com">Susan@SusanBock.com</a> or fax to 714-5-847-5715
8. What takes place immediately before and after Susan's presentation (another speaker, meal function, break, etc.)? Please include speaker's name and subject matter. Before: _____ After: _____
9. AV Equipment needs: 1. Lavalier mic – wireless 2. LCD projector and screen 3. Audio output for laptop

# SUSAN BOCK

COACH AUTHOR SPEAKER

## THE EVENT (CON'T)

10. What is Susan's role in the program? (such as keynote)

11. Who are the other professional speakers on this program?

Speaker: \_\_\_\_\_ Topic: \_\_\_\_\_ Day: \_\_\_\_\_

Speaker: \_\_\_\_\_ Topic: \_\_\_\_\_ Day: \_\_\_\_\_

Speaker: \_\_\_\_\_ Topic: \_\_\_\_\_ Day: \_\_\_\_\_

12. What professional speakers have you used in the past?

Speaker: \_\_\_\_\_ Year: \_\_\_\_\_ Speaker: \_\_\_\_\_ Year: \_\_\_\_\_

Speaker: \_\_\_\_\_ Year: \_\_\_\_\_ Speaker: \_\_\_\_\_ Year: \_\_\_\_\_

Liked Best about them:

Disliked about them: \_\_\_\_\_

13. Why did you choose Susan as a speaker for your event?

14. What are your specific objectives for Susan's presentation?

15. Would you like ideas from Susan to reinforce the impact of her ideas after her presentation? Yes  No

## LOGISTICAL INFORMATION

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

Distance to meeting site? Miles: \_\_\_\_\_ Time: \_\_\_\_\_

2. For transportation from the airport to the meeting site would you prefer:

To have Susan met at the airport? Where? \_\_\_\_\_

To have Susan take a cab? Approximate cost? \_\_\_\_\_

N/A (Local Meeting)

Other

3. Exactly where is the meeting?

Hotel: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Meeting Room: \_\_\_\_\_

Confirmation number for Susan's room reservation: \_\_\_\_\_

4. Will you be using Image Magnification (IMAG)? Yes  No

Will there be a video crew onsite? Yes  No

If so, what is the company name: \_\_\_\_\_

Contact person: \_\_\_\_\_ Phone: \_\_\_\_\_

5. If Susan has any problems/emergencies on her way to the program, whom should she contact?

Name: \_\_\_\_\_

Business Phone: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

## AUDIENCE ANALYSIS

1. Number Attending?

2. Are spouses invited? Yes  No

3. Percentage of males/females:

4. Average age of group?

5. Job titles:

6. Which group should Susan primarily direct her presentation?

7. What is the life of the audience on a day-to-day basis? (in office, field, long hours, etc.)

# SUSAN BOCK

COACH AUTHOR SPEAKER

## GENERAL BACKGROUND INFORMATION

1. What industry does your organization belong to? Choose One
2. What three main things should Susan know about your group?
  - A. \_\_\_\_\_
  - B. \_\_\_\_\_
  - C. \_\_\_\_\_
3. Is there any jargon Susan should be familiar with (acronyms, titles)?
4. Which target markets/industries does your organization primarily focus on?
5. Who is your typical customer (i.e. CEO, CFO, VP, HR, Purchasing Agent)?
6. What is the primary product/service that you sell?
7. Who are your major competitors?
8. Any additional comments of information that would be helpful in tailoring this presentation for your group?

Thank you for taking the time and contributing to the success of the presentation!

Please return the completed document via email **Susan@SusanBock.com** or fax to 714-847-5715.

Regards,

