

Pre-program Questionnaire **CLIENT:** _____

General Questions

Is my program part of a bigger program or conference? Yes No If yes:

Date & Time Begins _____ Date & Time Ends _____

What is the purpose of your overall meeting?

What are you trying to accomplish with this overall meeting?

What is the theme of your overall meeting?

What Will I Accomplish?

What are you hoping to accomplish with my particular program?

How would you like the audience to feel when they leave my session?

What idea(s) would you like the audience members to learn from my program?

What do you want your audience members to do after they hear my program?

Six months from now, how do you want your audience members to be different because of my program?

Challenges and Issues

What are the major challenges faced by the people who will be attending my program?

What sensitive issues should I avoid, if any?

Logistics

When does my program start and end? _____

Where is my speech on the program (i.e. Opening or Closing Keynote, 2nd Speaker, etc.)

If I have any problems getting to the program, who should I contact and how?

What is the name and title of my introducer and how I can contact him/her?

Audience Makeup

How would you describe the anticipated audience? _____

Percentage of listeners fluent in English? ____% Will you be using translators? Yes No

How many people do you expect I will be addressing? _____

What percentage of the audience will be male? ____% Female? ____%

What is the average age of the audience members? ____years

What is the range of ages of the audience members (Oldest ____ yrs. Youngest ____ yrs.)?

What is the educational background of audience members?

Learning More About The Audience

Is the audience members' attendance at your meeting mandatory? Yes No

Is their attendance at my presentation mandatory? Yes No

Are there any problems, competition, resentment or peer pressure that I should know about?

Making Your Program a Good Fit

What will audience members be doing in the hour preceding my program?

What will they be doing immediately following my program?

Expectations and Comparisons

What professional speakers have you used in the past? What did they speak on?

What other professional speakers will be presenting at this meeting?

What will they speak on? Are they speaking before or after my presentation?

Audience Involvement

Is there anyone in the audience who would make a particularly good participant in any on-stage activities? Is there anyone who I should *avoid* calling on?

Your Thoughts

What suggestions do you have to help me make this program successful?

I would like permission to interview three English-speaking attendees who represent a “typical” audience member for this event. If you agree, may I have the names, locations and e-mail addresses? Thank you!

NAME	LOCATION <i>(City, Country)</i>	E-Mail Address	Phone <i>(w country code)</i>