

Pre-Program Questionnaire

You can help us by taking the time to complete this questionnaire. This will help Maureen to fine tune her presentation to the exact needs of your group. Feel free to skip over any answers which would merely duplicate answers to previous questions or which might be irrelevant due to the nature of your program.

*Special Request: Please send us any printed information you feel would best help us understand your organization such as: orientation manuals, product and/or service brochures, newsletters, etc. Be sure to include any promotional mailings for the meeting Maureen will be speaking at.

Your help will increase the value of this program to the audience. Our goal is to make this your best meeting ever!

Fax the completed form to: 954-920-3287 or E-mail to: info@experienceaxiom.com

*Name:

*Email:

Company:

Phone:

Website URL:

Fax

(OPTIONAL)

Best time to be Reached

I. Your Program

1. What is the specific Purpose of this meeting?
2. What type of meeting is it? (annual meeting, awards ceremony, motivational event, etc.)
3. Who (if anyone) is on the program just *before* Maureen and what is their presentation topic?
4. Who (if anyone) is on the program just *after* Maureen and what is their presentation topic?
5. Which company executives and/or industry experts will be speaking at this meeting?

II. The Presentation

1. What is Maureen's role in your program (opening, closing, keynote, breakout, etc.)?

What are the exact times for Maureen's presentation? Start Time

Finish Time

How will most of the audience be dressed?

How will the executives be dressed?

How should Maureen be dressed? (business suit, slacks and blouse, other)

Who will be introducing Maureen to your group?

What is most important to you considering the content of Maureen's program? (i.e. use handouts, examples, exercises, etc.)

What is most important to you in the working relationship with Maureen?

What themes/threads (other than the primary topic of Maureen's program) would you like to see woven into the program?

When your people leave the program, what three concepts/skills/ ideas would you like them to have?

III The Audience

1a. Number in the audience:

1b. Are spouses invited

2. Male/Female percentage:

3a. Average age group

3b. Range of age

IV. Background

1. What separates your high-achievers from the others?

2. What are some of the challenges your organization and your people/members face on a day to day basis?

3. What areas of challenge pose the greatest opportunity for improvement?

4. What are the most significant events that have occurred, and that have affected, your industry, organization, or group during the past year? (i.e. mergers, downsizing, new product launch, etc)

5. What are the two most important benefits you offer to your customers?

6. What is the primary product or service that you offer?

V. Learning Tool

1. Most people want something to help them continue learning after the presentation. What do you prefer?
 - Visit our online store for all of Maureen Whitehouse's titles
 - Customized workbook
2. How do you wish to handle these?
 - Purchase at quantity discount to distribute to participants at the event.
 - Offer learning materials to participants for purchase at the event.
 - Let participants order materials form Maureen after the presentation.

VI. Logistical Information

- 1a. Hotel Name
- 1b. Address
- 1c. Phone:
- 1d. Fax:
2. Hotel Confirmation Number:
3. Name of Meeting Room:
4. Into What Airport should we schedule Maureen's flight?
5. How far is the hotel from the airport?
6. How should Maureen travel to the hotel? (take cab, rent car, driver will pick up, etc.)?

7. Would you like Maureen to notify someone after she arrives at the hotel?

If so, whom shall she contact and how:

8a. Contact at meeting site: Name:

Title:

8c. Phone:

8d. On site arrival date:

8. Are there any pre-meeting engagements (i.e. breakfast or lunch)? If so, where and when are they scheduled:

Please make sure your email address is correct.