

PRE-PROGRAM QUESTIONNAIRE FOR NANCY D SOLOMON

This questionnaire will help Nancy create a highly customized program for your organization.
Please fill this out as thoroughly as possible. We will contact you within 2 business days.

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Name:	
Title/Position:	
Organization:	
Address:	
City:	
State/Province:	
Zip/Postal Code:	
Country:	
Phone Number:	
Alternate Number:	
Fax:	
Email Address:	
Web Site:	
Meeting Date(s):	
Time:	
Event Description (Convention, Sales Mtg., Retreat):	

How did you hear about Ms. Solomon?

How many people do you expect to attend?

What is the **group demographics** (race, gender, age, income level of any other relevant info)?

THE PROGRAM

What is the **theme** of your program?

Why did you choose this theme?

If different from contact person, who is responsible for calling this meeting (HR, Sales, Marketing)?

Name:

Address:

City:

State/Province:

Zip/Postal Code:

Country:

Phone number:

Alternate Number:

Fax:

Email Address:

What is Ms. Solomon's role in this program?

- Keynote
- Panel Discussion
- Breakout Session/Workshop
- Other

What **time** does Ms. Solomon's **presentation start**?

What is the **length** of Ms. Solomon's **presentation**?

What is the **best time** for Ms. Solomon to do her **a/v and room check**?

How will your **audience be dressed**?

Who will be **speaking before** Ms. Solomon?

Who are the **other speakers in this program**?

Speaker #1:

Topic:

Day:

Speaker #2:

Topic:

Day:

Speaker #3:

Topic:

Day:

What professional speakers have you **used in the past**?

What **worked**?

What would you have **changed**?

Who **introduces** Ms. Solomon?

Would you like us to **provide** you with an **introduction**?

Yes

No

LOGISTICAL INFORMATION:

Meeting location information

Name of the venue:

Contact person:

Address:

City & State:

Phone Number:

What is the **nearest major airport** to the meeting site?

For **transportation to and from the airport** to the meeting site.

Would you prefer: To **meet** Ms. Solomon at airport

To have Ms. Solomon take a **cab**

The **hotel name and information** where Ms. Solomon will be staying if not the same as the meeting.

Name of the hotel:

Address:

City & State:

Phone Number:

How far from airport?

Is there a complimentary shuttle provided?

Who will make the **travel arrangements** for...

Plane:

Hotel:

Do you cover **expenses**?

- Yes
 No

Do you **pay** a fee or honorarium?

- Yes
 No

Is **hotel** put on your master account or will I be responsible for providing a credit card upon arrival to cover it?

- Put on Master Account
 Own Responsibility

Will this event be **videotaped**?

- Yes
 No

Would you be interested in **purchasing** Nancy's book or other products for the attendees?

- Yes
 No

Who makes this decision?

Ms. Solomon requests a complimentary table/booth to make her products and services available.

Who are the people within your organization **primarily responsible** for the following:

President/Executive Director

Name:

Exact Title:

Email Address:

Phone Number:

Address if different from contact person:

V.P. of Sales/Marketing

Name:

Exact Title:

Email Address:

Phone Number:

Address if different from contact person:

Other Key People

Name:

Exact Title:

Email Address:

Phone Number:

Address if different from contact person:

AUDIENCE ANALYSIS:

At the end of the program what do you want attendee's to be **thinking**?

At the end of the program what do you want attendee's to be **feeling**?

What would you like to **accomplish** by Ms. Solomon speaking to your group?

What **three key points** do you want stressed in Ms. Solomon's presentation?

What are the most important **changes** happening in your organization and industry?

What keeps **senior management** awake at night?

What are the **fears** of your audience members?

What are your **victories or milestones** as a company/association/team?

What percentage **entertainment vs. high content** techniques and strategies?

Who will be **attending**?

1. **Make-up** of the audience sales, customer service, suppliers, spouses, etc.

2. Should the **message** be targeted more to one group than another? If yes, which?

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

4. What are the **sensitive issues**? Topics/Subjects **not to be mentioned**?

5. Anything **humorous** Ms. Solomon should know about?

COMPANY PROFILE INFORMATION

1. What does your **company do**?

2. What are **target markets/industries** for your organization?

3. Who is your **average customer**?

4. What is the primary **product/service** that you sell?

5. Who are your major **competitors**?

6. Is there a **slogan** or philosophy that is commonly used in your organization?

In case of **emergency** or flight delays who and where do we call?

Name:

Phone Number:

Alternate Number:

Three people valuable for Ms. Solomon to speak with prior to the event...

Name:

Exact Title:

Phone:

Fax:

Email:

Name:

Exact Title:

Phone:

Fax:

Email:

Name:

Exact Title:

Phone:

Fax:

Email:

Please send us the following as soon as they are available:

1. The agenda of the conference/meeting.
2. Past conference/meeting brochures.
3. Any information about the company/organization (corporate report, history of the organization, publications, newsletters, etc.) not available on your website.