

PRE-PROGRAM QUESTIONNAIRE

PAUL MONTELONGO

I am honored to be working with you! The privilege of the platform is an awesome responsibility which I take very seriously. My goal is to help you reach yours! The time you invest in filling out the following questionnaire will help me deliver a highly tailored, quality program and make you shine! Please return this questionnaire to me as soon as possible, along with the following items (and any other materials you feel would help):

- ✓ Your latest annual report or prospectus.
- ✓ Company brochures and literature
- ✓ Program announcement and invitations
- ✓ Organizational chart and list of attendees
- ✓ Newsletters or company bulletins (please send them until time of program)

Thank you in advance for your time and I look forward to making your event memorable.

I. Organizational Profile:

Organization name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Email: _____ Web Address: _____

Name of Meeting Planner/Chairperson: _____

Best time and number(s) you can be reached: _____

President/CEO (or Executive Director): _____ Title: _____

SVP of Dept. responsible for event: _____ Title: _____

SVP of HR or Training & Development: _____ Title: _____

Please list associates Paul should talk to prior to engagement to get a more comprehensive view:

Name: _____ Title: _____ Phone: _____

Name: _____ Title: _____ Phone: _____

Name: _____ Title: _____ Phone: _____

What is mission/philosophy statement of the organization? If you have it printed already, please feel free to send it along with the other materials. _____

What is the organization's highest value? _____

What are the most recent changes in your industry and company? Please describe the effects. _____

What are your primary products or services? Please send collateral information, if available. _____

How are your products or services different from your competitors? _____

Who are your top two competitors? _____

What National Association does your company belong to? _____

What are your organization's greatest strengths? _____

What is the organization's greatest weakness? _____

II. Meeting Profile:

Meeting Facility: _____

Full Address: _____

Phone: _____ On-site Contact Person: _____

Distance from airport in miles: _____

Meeting Type: Annual _____ Sales _____ Management _____ Awards _____

Other _____

Name and Theme of Event: _____

What does that mean to you?

What is your goal for bringing in Paul to your event (specific objectives)?:

Are there themes or common elements that you would like Paul to weave into his presentation?

What/Who immediately precedes Paul's presentation?

What/Who immediately follows Paul's presentation?

Exact date/time of Paul's presentation. Date ___/___/___ Time: _____ - _____

Are there other professional speakers/trainers at this event? _____ If so please list.

Name: _____ Subject: _____ Date/Time: _____

Name: _____ Subject: _____ Date/Time: _____

Name: _____ Subject: _____ Date/Time: _____

What speakers have you employed in the recent past?

Name: _____ Subject: _____ Date: _____
Name: _____ Subject: _____ Date: _____
Name: _____ Subject: _____ Date: _____
Name: _____ Subject: _____ Date: _____

Comments (likes/dislikes) about past speaker's presentations: _____

III. Audience Profile:

Expected number of participants: _____ Are spouses attending? _____

Average Age: _____ Male/Female ratio: _____ Education level: _____

What areas or departments will be represented? _____

How will most of the audience be dressed? _____

How will the executives be dressed? _____

Will there be any invited guests or VIPs present? _____

Any issues to avoid? _____

Anything else you feel Paul should know about the audience? _____

IV. "The Most Important Part of this Questionnaire"

What is the MOST important thing to you with this meeting or conference? In other words, what is the single critical element of success for your meeting? Please take time to contemplate this question. _____

How will you know when that "Most Important" thing has happened? What procedures, comments, responses, changes or actions will happen for you to know that your meeting is a success? _____

V. At Your Service!

Are you interested in an audio/video recording of the session? _____

Most audiences want something to help them continue learning after the presentation. We can arrange to have products available on site or you may pre-purchase products at a discount. Which do you prefer?

_____ Purchase at quantity discount to distribute to participants at the event

_____ Offer learning materials to participants for purchase at the event

Would you like Paul to autograph his books for your group after the program? _____

If this is a sales meeting, does your sales staff have a specific "sales systems" for your product or service? _____ If so, please include any material that would document it.

How do you plan to reinforce the program message after the conference? _____

BIG THANKS!!!

Your efforts are appreciated. We want to exceed your expectations and this information will greatly enhance our service to you and your organization.

Thank you!

