



## Pre-Program Questionnaire

Please help Brian prepare a program which is specifically suited to your group's needs. The answers to these questions will enable him to tailor each presentation appropriately. Please answer the questions as fully as possible. **Please feel free to skip any questions which are not relevant to your group.**

After answering the questions, please fax the form to **954-252-2490**. If you have a question regarding this questionnaire, email Brian at [results@briannorris.com](mailto:results@briannorris.com).

**Thank you for your help in producing a quality event!**

### Part I

Contact Person \_\_\_\_\_

Organization Name \_\_\_\_\_

# people expected: \_\_\_\_\_ What industry or type business are you in? \_\_\_\_\_

General Budget \_\_\_\_\_ Is the date & event confirmed? \_\_\_\_\_

What's the occasion and what type of program is this? \_\_\_\_\_

\_\_\_\_\_

What are the dates and general times you'd like me to present, train or facilitate?

\_\_\_\_\_

Where is this program being held? \_\_\_\_\_

Phone # \_\_\_\_\_ Email \_\_\_\_\_ Web site \_\_\_\_\_

What topics or training programs would you like me to present? \_\_\_\_\_

\_\_\_\_\_

### Part II

1. What are the most pressing challenges or biggest concerns faced by attendees?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_

2. How would you describe the anticipated audience?

\_\_\_\_\_

\_\_\_ % members and \_\_\_ % guests or significant others.

Average age: \_\_\_ Range of ages: \_\_\_ to \_\_\_ . Sex: \_\_\_ % Male \_\_\_ % Female

Educational background(s): \_\_\_\_\_

Is their attendance at your meeting mandatory? \_\_\_\_\_ At my program? \_\_\_\_\_

3. Please describe what the audience will be doing in the hour before AND after my presentation: \_\_\_\_\_

4. What should I know about the people in your group before I start my program? Are there any problems, competition, resentment or peer pressures that I should know about? \_\_\_\_\_

\_\_\_\_\_

5. What trainers and speakers have you used in the past? What did they speak on?

\_\_\_\_\_

\_\_\_\_\_

6. What other speakers or trainers will be presenting at this event? What will they speak on? Are they speaking before or after my presentation? \_\_\_\_\_

\_\_\_\_\_

7. Who else would you suggest I contact to get their input and to insure buy-in? Please list the names, titles and phone numbers or email addresses.

\_\_\_\_\_

\_\_\_\_\_

8. What are you trying to accomplish with this meeting or training event? \_\_\_\_\_

\_\_\_\_\_

9. What are you hoping to accomplish with my particular presentations? \_\_\_\_\_

\_\_\_\_\_

10. What idea(s) would you like the audience members to learn from my presentations? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11. Please list some industry-specific challenges I should address in my presentation: \_\_\_\_\_  
\_\_\_\_\_

12. Do you have a newsletter or other publication? Yes No  
If yes, who should I contact regarding article and/or column submissions (name, phone and email please)? \_\_\_\_\_  
\_\_\_\_\_

13. If I have any problems getting to the program, whom should I contact? Please provide business, cell phone, and home phone numbers: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

14. Please provide the name and title of my introducer and how I can contact him/her: \_\_\_\_\_  
\_\_\_\_\_

**thank you!!!**