



PRE-PROGRAM QUESTIONNAIRE

Lisa Mininni, Excellerate Associates

Is this a ___ Keynote ___ Seminar ___ Consultation?

This questionnaire is designed to help us prepare a program that is customized to the needs of your group. Please answer all of the questions and return the form to our office. Thank you.

Please send Lisa Mininni as much information as possible to help increase her understanding of your organization. This includes website links, newsletters or other information you feel would be of value.

Client: _____

Event Date: _____

Nearest Airport from hotel and speech location addresses: _____

If problems/emergencies arise on the way to the program, who should Lisa Contact:

Name: _____

Business Number: _____ Home Number: _____ Cell/Page Number: _____

AUDIENCE ANALYSIS INFORMATION (approximate)

Total Number of attendees: ____

% Male _____

% Female _____

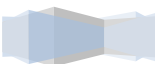
Spouses Invited? Yes No

Average Age of Group _____

Range of age from _____ to _____

Major job responsibilities of audience members?

Names and titles of the top people who will be attending the meeting?



PROGRAM

What are your specific objectives/results/outcomes for Lisa's session?

Are there any issues/topics in particular that you think Lisa should discuss during the program?

Key issues to avoid:

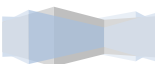
What is the purpose of this meeting (annual meeting, awards, etc.)?

Name and title of Lisa's introducer:

Starting and Ending times for Lisa's Program: Starting Ending
Starting and Ending times for entire program: Starting Ending

What takes place before Lisa's program? (speaker, meal, workshop?)

What takes place immediately after Lisa's program (break/another speaker/nothing, etc.)



If other speakers are on the program, who are they and what are their topics?

GENERAL BACKGROUND INFORMATION

What are the top three challenges faced by the people who will be in the audience?

What do you consider the three greatest strengths of people attending Lisa's session?

What do you consider the three greatest weaknesses of people attending Lisa's session?

**What areas of their work performance are in need of improvement?
What are some of the current problems experienced by your industry/organization?**

What are the most significant events to have occurred in your industry/organization/group during the past year? (e.g., expansion, relocation, merger, reduction in workforce, new laws, etc.)

When people depart from this presentation, what ONE thing do you want to be uppermost in their minds?

