

**Pre-Program Questionnaire**  
(please fax to 951-346-3685 or email to [dbush@elifeplans.com](mailto:dbush@elifeplans.com))

Your Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Cell Phone \_\_\_\_\_ e-mail \_\_\_\_\_

Website \_\_\_\_\_

Best time for Mr. Bush to reach you? \_\_\_\_\_

**I. THE PROGRAM:**

A. What is your **program THEME**? \_\_\_\_\_

What does the **theme mean** to your group?

\_\_\_\_\_

B. What **kind of meeting** is it? (Annual meeting, awards banquet, etc.?)

\_\_\_\_\_

C. Who is responsible for **calling** this meeting? (HR, Sales, Marketing?)

\_\_\_\_\_

**Name: Title:**

D. How long is the entire event? (Days or Hours)

\_\_\_\_\_

**Begins:** \_\_\_\_\_ **Ends:** \_\_\_\_\_

E. **Exact times** of Mr. Bush's presentation?

**(Please e-mail program agenda to [dbush@eLifePlans.com](mailto:dbush@eLifePlans.com) or fax to 951-346-3685)**

Starting: \_\_\_\_\_ Ending: \_\_\_\_\_

F. What takes place immediately before and after my presentation (another speaker, meal function, break, etc.)? Include speakers name and subject matter.

Before: \_\_\_\_\_

After: \_\_\_\_\_

G. When is the best time for Mr. Bush to do his A/V and Room Check?

Option #1 \_\_\_\_\_ Option #2 \_\_\_\_\_

H. How should **Mr. Bush dress** for his presentation?

Suit and tie     Slacks and sport shirt

I. What is **Mr. Bush's role** in the program (Opening or Closing Keynote, Luncheon Speaker, etc.)?  
\_\_\_\_\_

J. Who are the **other professional speakers on this program?**

Speaker: \_\_\_\_\_ Topic: \_\_\_\_\_ Day: \_\_\_\_\_

Speaker: \_\_\_\_\_ Topic: \_\_\_\_\_ Day: \_\_\_\_\_

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

Speaker: \_\_\_\_\_ Year: \_\_\_\_\_

Speaker: \_\_\_\_\_ Year: \_\_\_\_\_

Speaker: \_\_\_\_\_ Year: \_\_\_\_\_

L. What did you specifically **like/dislike about their performance?** Why?

Like: \_\_\_\_\_

Dislike: \_\_\_\_\_

M. Why did you choose me as a speaker for your event?  
\_\_\_\_\_

N. What are your specific objectives for my presentation?  
\_\_\_\_\_

O. Would you like information about Mr. Bush's goal setting tool (eLifePlans.com) to **reinforce the impact** of Mr. Bush's ideas after his presentation? **Yes No**

## II. LOGISTICAL INFORMATION

A. What is the **nearest major airport** to the meeting site? \_\_\_\_\_

Distance to meeting site? Miles: \_\_\_\_\_ Time: \_\_\_\_\_

B. For **transportation from the airport to the meeting site** would you prefer:

To have Mr. Bush met at the airport? Where? \_\_\_\_\_

To have Mr. Bush take a cab? Approximate cost? \_\_\_\_\_

**C. Exactly where is the meeting?**

Hotel: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone#: \_\_\_\_\_ FAX#: \_\_\_\_\_

Meeting Room: \_\_\_\_\_

\*\*\* Confirmation # for Mr. Bush's room reservation: \_\_\_\_\_

**D. Will you be using Audio/Visual equipment? Yes No**

If so, what is the: **Company Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **Phone number:** \_\_\_\_\_

**E. If Mr. Bush has any problems/emergencies on his way to the program, whom should he contact? (Please include business & home phone)**

Name: \_\_\_\_\_ Business Phone: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

**F. To be at his best,** Mr. Bush typically prefers to **have dinner from room service** and retire early the evening before his presentation. If there is a scheduled function the evening prior, please let us know time, place, nature and appropriate dress:

**III. AUDIENCE ANALYSIS**

**A. Audience:**

1. Number attending? \_\_\_\_\_

2. Are spouses invited? Yes No

3. Percentage of males/females: \_\_\_\_\_

4. Average age of group? \_\_\_\_\_

5. Job Titles: \_\_\_\_\_

**B. Toward which group should Mr. Bush primarily direct his presentation?**

**C. Who are the people within your organization responsible for the following?**

1. **President/Exec. Director:** \_\_\_\_\_

**Name**

**Exact Title**

**E-mail address**

2. VP of Sales/Marketing: : \_\_\_\_\_

**Name**

**Exact Title**

\_\_\_\_\_  
**E-mail address**

3. Sales Training Manager: \_\_\_\_\_

**Name**

**Exact Title**

\_\_\_\_\_  
**E-mail address**

D. What issues keep your **CEO awake at night**?

\_\_\_\_\_

## IV. GENERAL BACKGROUND INFORMATION

A. What industry does your organization belong to?

\_\_\_\_\_

B. What **three main things** should Mr. Bush know about your group?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

C. Is there any **jargon** Mr. Bush should be familiar with (acronyms, titles)?

\_\_\_\_\_

D. On which **target markets/industries** does your organization primarily focus?

\_\_\_\_\_

E. Who is your **typical customer** (e.g. CFO, VP of HR, Purchasing Agent)?

\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

H. Any **additional comments** or information that would be helpful in tailoring this presentation for your group? \_\_\_\_\_

**THANK YOU!**