

Pre-Program Questionnaire
(please fax to 951-346-3685 or email to 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 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!