

Meeting Your Brief – Pre-program Questionnaire

This questionnaire is designed so that Francesco can tailor his presentation to your organizations needs and requirements . Please answer all the questions and return to it to address listed in this website, via fax or via e-mail. Thank you

Pre-Program Questionnaire

Organisaton _____

Day & Date of Presentation _____:

1. What are your specific objectives/results desired for my session?
2. What is the specific purpose and theme of this meeting (annual meeting, awards, etc.)
3. What is the mission/philosophy statement for your company/organisation?
4. Are you announcing any new products, services or other changes at this meeting?
5. What are some current problems/challenges/breakthroughs experienced by your organisation or industry?
6. What are the top challenges faced by people who will be in the audience?
7. What do you think they have to do to overcome these things?
8. Has the audience's business, industry or job changed in the last 5 years? If so, how?
9. Special jargon/terminology to use?

Issues/terms to avoid?

10. An executive, manager and/or employee I might contact to get additional perspective:

Name _____ Title _____ Telephone # _____

11. Number of people attending _____

12. Previous speakers used:

Name _____ Topic _____

Name _____ Topic _____

13. What takes place immediately before/after my program (speaker, meal break, etc. If another speaker, please indicate topic)

Before: _____

After: _____

14. Meeting Time: Begin: _____ End: _____

My program: Begin: _____ End: _____

15. Name/title of my introducer: _____

Name and title of senior executives:

Name _____ Title _____

Name _____ Title _____

Meeting location:

Address: _____ City: _____

Hotel/Address Tel. No: _____

Closest Airport (Number of miles from site): _____

16. Top people to recognise in audience:

Name _____ Title _____ Reason _____

Name _____ Title _____ Reason _____

Name _____ Title _____ Reason _____

17. How do I get from airport to site? Limo Co. Name: _____

Other: _____ Phone No.: _____

18. When, where, who and how should Francesco contact upon arriving at hotel?

19. Emergency Contact? Name: _____

Business Number _____ Home Number _____

Mobile Number _____

20. Please send me the following information (if available)

annual report Organisation newsletter/paper/flyer Key product brochures

meeting agenda/invitation Special promotions/campaigns

Notes: (what can you add which might help us do an even better job?)