

Lisa Ryan's Pre-Program Questionnaire

This questionnaire may seem long now. During the program however, when Lisa is delivering a highly customized and effective presentation, you will be glad you took the time. **Please complete all 4 pages.** You may skip any questions that are not applicable to this engagement. Email to Lisa@grategy.com. If you have any questions, please call Lisa at 216-225-8027.

Name of Client _____

Name of Person Completing This _____

Lisa's Contact Person _____

Phone _____ Extension _____ Fax _____

Emergency Phone Numbers - Home _____ Cell _____

E-mail Address _____

Title of Conference & Theme _____

Name of Conference Chair _____

Hotel or Conference Center _____

Address/City/State _____

Hotel or Conference Center Contact _____ Phone _____

Emergency Phone Numbers - Home _____ Cell _____

Sleeping Room Reservation (*Billed to Client*) Confirm # _____

Hotel Name _____ Phone _____

Address/City/State _____

Dates of sleeping nights reserved _____

Ground transportation _____

Date of Main Program _____ Time of Main Program _____

Title of Main Program _____ Length _____

Date of Second Program _____ Time of Second Program _____

Title of Second Program _____ Length _____

Number in Audience for Main Program _____ Second Program _____

Audience Demographics % Male _____ % Female _____ Age Range _____

Audience size expectation _____ Room set up _____

Who are the VIPs that will be there? _____

Where will Lisa fit into the overall event? _____

What will immediately precede her presentation? _____

Who will introduce Lisa? _____

Who are some of the other speakers / subjects? _____

Who were last year's successful speakers? _____

What specifically did they do that made them successful? _____

Would you like Lisa to meet with your VIPs before she speaks? _____

When and where? _____

Would your CEO, President or VPs like to add an executive coaching session after the presentation?

You are making an investment of time and money to bring people together for this event. Please ask a few key people to make themselves available for telephone interviews to insure that Lisa's program (s) are the best they can be.

CEO _____ Direct Line _____

President _____ Direct Line _____

VP _____ Direct Line _____

VP _____ Direct Line _____

Manager _____ Direct Line _____

Supervisor _____ Direct Line _____

Other _____ Direct Line _____

How will you evaluate Lisa's program's success? _____

Who will write the testimonial letter? _____

What is the most recent challenge your people are facing? _____

How does it affect their day to day activity? _____

What will be their mood? Did they just get any good news, or bad news?

What message would you like communicated to them by Lisa? _____

What is your desired outcome? _____

Is there a pending change Lisa needs to be aware of? _____

What has recently changed in your organizational structure/ industry?

Any major personnel changes have been made recently? _____

Please describe your product or service

Who are your major competitors? _____

Who are your clients? _____

How is competition affecting the way you do business? _____

What external market forces are affecting you? _____

Please share a few terms or industry “lingo” and their meaning. _____

What industry publications or web sites can Lisa research to learn more about your business?

What are you hoping people will be saying as they leave?

Other questions for your event:

Can I video tape session for my own purposes? _____

Would you like to video tape it? _____

Will I be given list of attendees & contact info? _____

If not, can I collect business cards? _____

Are there any events PRIOR TO Lisa's presentation that I can attend?

Can I have card on every chair or handout at each seat if table? _____

Will there be someone to distribute these? _____

What will be the dress for the event? _____

Can you designate a time keeper for me? _____

Do you have any taboo topics that you don't want mentioned? Any words not to say? _____

What is important to this group of people at the conference and at work?

Why does your organization need to hear this topic?