



following
AMELIA

A Modern-Day
'Round-the-World Flight
By Sandi Smith

Pre-Program Questionnaire

Please complete this list of questions about your company, your event, and your audience.

Your name: _____

Title: _____

Phone: _____

Email: _____

Your Company

1. Company name: _____

2. Web site: _____

3. Please send a copy of:

- your mission,
- motto, and/or
- values statement
- last annual report if publicly traded

4. What is your company's primary product or service?



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5. What events have transpired over the last year that have impacted the company positively or negatively? (Change in management, new programs, new products, economic events, expansions, downsizings, mergers, etc.)

6. What differentiates your company from competitors in your customers' minds?

7. What are your company's proudest achievements?

8. What are your greatest opportunities for improvement this year?

9. What are the industry's biggest challenges and successes today?



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Your Event

1. What type of meeting is it? (ceremony, annual conference, kick-off)

2. What is the theme and slogan of you event?

3. What are you event purpose and objectives? What determines success of the event and how will it be measured?

4. When the event is over, what do you want the audience thinking, feeling, or doing differently?

5. Why did you pick me and how does that apply to your event?



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6. What other speakers will be presenting? (industry experts, company executives)

7. What is the worst speaker situation you've ever had?

8. How can I help you market the event?

Program

1. What type of program should I give? Keynote, breakout?

2. What point in the conference will I be speaking? Opening, closing?

3. Who will introduce me?



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4. What is the key goal of the presentation? (education, inspiration?)

5. What elements do you want to see in the presentation? (indicate heavy, medium, light)

- Interaction _____
- Q&A _____
- Examples _____
- Demonstrations _____
- Handouts _____
- Primarily Humor _____
- Group Exercises _____

6. When the program is over, what do you want the audience thinking, feeling, or doing differently?

7. Are there people I can interview for more information?

Name, phone, email: _____
Name, phone, email: _____
Name, phone, email: _____
Name, phone, email: _____
Name, phone, email: _____



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8. What would you specifically like me to do outside of the presentation? (mingle with audience, pre-meeting engagements, meet someone)

9. Are there any messages that you cannot give that I can give for you?

10. Is there any subject I should avoid?

11. How would you prefer that Sandi be dressed? (Suit, casual?)



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Audience

1. Who will be in the audience?

- Number _____
- Gender: Male ____% Female ____%
- Job titles/positions: _____
- Age range _____ Average _____
- Spouses? Guests? _____

2. Will there be anyone in the audience with disabilities that I need to be prepared to accommodate?

3. What is the audience's general feeling? What is the business climate?

4. What specific day-to-day challenges is the audience having right now?

5. What specific long term challenges is the audience having right now?



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6. What are the characteristics of high producers that you would like to see emulated in other participants?

Thank you for taking your time to make this an outstanding event!