

CLIENT

PRE-PROGRAM

QUESTIONNAIRE

Name of Company or Group: _____

Event Date: _____

Event Coordinator's Name: _____

Phone: _____

Email: _____



This questionnaire is designed to help Howard tailor his presentation to the specific needs of your group. Feel free to skip over any questions which you feel would duplicate any answers given to other questions or which may be irrelevant due to the nature of your program.

Special Request:

Please send me as much information as possible to help me understand your organization, your people, your customers, your products & services and your value proposition. This could include things like:

- Meeting **Agenda (Required)**
- Product Literature & Brochures
- New Employee Orientation Kit
- Annual Report
- Website Links
- Newsletters (Internal & External)

The purpose of this questionnaire is not to create additional work for you, but to help us increase the value of the program for your people. Thank you!

How To Complete And Submit This Form

1. Fill out this form on your computer (type into the blank spaces)
 - a. Save it to your desktop giving it a unique file name
(**for example:** *yourcompany_preprogramquestionnaire.pdf*)
 - b. Email it as an attachment to holsen@high-output.com
2. Print out this questionnaire
 - a. Complete it by hand or type into the form fields
 - b. Mail it back to the attention of Howard Olsen at the address below:

I. Logistics

- a. If problems / emergencies arise en-route to the program who should Howard contact?
Name _____ Cell or pager _____ Business _____
- b. Closest airport Howard should fly into: _____
- c. Venue Name & Address: _____
- d. Name of meeting room: _____
- e. Distance from airport in miles: _____ and minutes: _____
- f. Howard's hotel name & address: _____
- g. Confirmation number: _____
- h. Will someone meet Howard at the airport? Yes No
Who: _____ Where: _____
- i. If No, How should Howard get to the event: Taxi Limo Rent Car
Other: _____

II. The Audience

- a. Number of attendees: _____ Are spouses invited? Yes No
- b. Male / Female percentage (approximate): Male _____% Female _____%
- c. Age range of attendees: _____ yrs. old to _____ yrs. old
- d. Average age of majority of attendees (best guess): _____
- e. General job description of audience: _____
- f. What is unique about your group / audience?

III. Your Program

- a. What is the meeting theme: _____
- b. What is the purpose of the meeting (annual meeting, awards ceremony, sales kickoff)

- c. What programs / training has been successful & well received in the past?

- d. What programs / training has been viewed as a less-than-successful in the past?



IV. Howard’s Presentation

- a. Howard’s starting time: _____ Ending time: _____
- b. Who will introduce Howard to your group? _____
- c. How will most of the audience be dressed? _____
- d. How should Howard be dressed? _____
- e. What are your top 3 objectives for Howard’s presentation:
 - 1. _____
 - 2. _____
 - 3. _____
- f. What issues would you like Howard to reinforce?

- g. What sensitive issues, if any, should Howard avoid?

V. Organization Background Information

- a. What are 2 or 3 things your organization is most proud of?
 - 1. _____
 - 2. _____
 - 3. _____
- b. What are some of the challenges your people / members face on a day to day basis?

- c. What’s the biggest challenge your organization faces?

- d. What are the most significant events that have affected your company / industry in the last year (mergers, downsizing, etc.)?



V. Organization Background Information (Continued)

e. What is your company's mission statement?

f. Who are your typical customers by type?

g. What is the primary product you offer?

h. What are the 3 most important benefits you offer your customers?

- 1. _____
- 2. _____
- 3. _____

i. Who is your toughest competitor? _____
Why? _____

j. What differentiates your company from the rest of your marketplace?

k. What other training programs have audience members been through?

l. What is the ONE THING you want left uppermost in the minds of the audience?

m. Name 3 key people who will be at the program. With permission, Howard may want to speak with them to get some added information.

	Name	Telephone number	City Located
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

n. How will you know if Howard was a hit?

THANK YOU FOR HELPING US HELP YOU!

