

# MR. MALCOLM MUNRO

## Pre-Program Questionnaire

**We need your help!** This questionnaire enables Malcolm to tailor his presentation to meet your needs, Please answer all relevant questions skipping over any that may not apply due to the nature of your program.

**Special Request:** When returning this form, please enclose any printed material you feel would help Malcolm better understand your group. This might include annual reports, newsletters, magazines or brochures promoting your event.

**VERY IMPORTANT:** Please return this questionnaire at least 10 days before your event.

*Please note: This questionnaire is Malcolm's first step in preparing for his presentation at your event. To ensure a program that is tailored to meet your needs, it is imperative that it be returned on or before the above-mentioned date.*

Thank you! Your help will increase the value of this program.

Please fax the completed questionnaire to 301-685-6312

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<b>Your Name:</b>
<b>Title:</b>
<b>Company:</b>
<b>Address:</b>
<b>Phone:</b> _____ <b>Fax:</b> _____
<b>Cell Phone:</b> _____ <b>Email:</b> _____
<b>Website:</b> _____
<b>Best time for Malcolm to reach you:</b>
<b>THE PROGRAM</b>
1. What is your program THEME?
A. What topic are you interested in?
2. What does the theme mean to your group?
3. What kind of meeting is it? _____
4. Whose meeting is this? Name: _____ Title: _____
5. Malcolm's Introducer? Name: _____ Title: _____
6. The entire event: Begins: Choose One _____ Choose One Ends: Choose One _____ Choose One
7. Exact times of Malcolm's presentation? Starting: _____ Ending: _____ (Please email program agenda to <a href="mailto:cbaskins@thepeopleskillsguru.com">cbaskins@thepeopleskillsguru.com</a> or fax to 301-685-6312)
8. What takes place immediately before and after Malcolm's presentation (another speaker, meal function, break, etc.)? Please include speaker's name and subject matter. Before: _____ After: _____
9. When is the best time for Malcolm to do his A/V and room check? Option #1 _____ Option #2 _____
10. How should Malcolm dress for his presentation?
11. What is Malcolm's role in the program?
12. Who are the other professional speakers on this program? Speaker: _____ Topic: _____ Day: _____ Speaker: _____ Topic: _____ Day: _____ Speaker: _____ Topic: _____ Day: _____
13. What professional speakers have you used in the past? Speaker: _____ Year: _____ Speaker: _____ Year: _____ Speaker: _____ Year: _____ Speaker: _____ Year: _____ Liked Best about them: Disliked about them: _____

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14. Why did you choose Malcolm as a speaker for your event?
15. What are your specific objectives for Malcolm's presentation?
16. Would you like information about Malcolm's learning materials to reinforce the impact of Malcolm's ideas after his presentation? Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>LOGISTICAL INFORMATION</b>
1. What is the nearest major airport to the meeting site? Distance to meeting site? Miles: _____ Time: _____
2. For transportation from the airport to the meeting site would you prefer: <input type="checkbox"/> To have Malcolm met at the airport? Where? _____ <input type="checkbox"/> To have Malcolm take a cab? Approximate cost? _____ <input type="checkbox"/> N/A (Local Meeting) <input type="checkbox"/> Other
3. Exactly where is the meeting? Hotel: _____ Address: _____ City: _____ State: _____ Zip: _____ Phone: _____ Fax: _____ Meeting Room: _____ Confirmation number for Malcolm's room reservation: _____
4. Will you be using Image Magnification (IMAG)? Yes <input type="checkbox"/> No <input type="checkbox"/> Will there be a video crew onsite? Yes <input type="checkbox"/> No <input type="checkbox"/> If so, what is the company name: _____ Contact person: _____ Phone: _____
5. If Malcolm 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: _____
6. Malcolm typically prefers to have a light dinner from room service and retire early the night before his presentation. If there is a scheduled event at which his attendance is important, please let us know time, place and appropriate dress:

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<b>AUDIENCE ANALYSIS</b>
1. Number Attending?
2. Are spouses invited? Yes <input type="checkbox"/> No <input type="checkbox"/>
3. Percentage of males/females:
4. Average age of group?
5. Job titles:
6. Which group should Malcolm primarily direct his presentation?
7. Who are the people within your organization responsible for the following? A. President/Executive Director: Name _____ Exact Title _____ Email address _____ B. VP of Sales/Marketing: Name _____ Exact Title _____ Email address _____ C. Sales Training Manager: Name _____ Exact Title _____ Email address _____
8. What issues keep your CEO awake at night?
<b>GENERAL BACKGROUND INFORMATION</b>
1. What industry does your organization belong to?
2. What three main things should Malcolm know about your group? A. _____ B. _____ C. _____
3. Is there any jargon Malcolm should be familiar with (acronyms, titles)?
4. Which target markets/industries does your organization primarily focus on?
5. Who is your typical customer (i.e. CEO, CFO, VP, HR, Purchasing Agent)?
6. What is the primary product/service that you sell?
7. Who are your major competitors?
8. Any additional comments of information that would be helpful in tailoring this presentation for your group?

**THANK YOU!**

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