



## PRE-PROGRAM QUESTIONNAIRE

Please answer the following questions completely so I can customize my presentation for your group. Feel free to have others involved in planning contribute.

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Company/Organization \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Best time for Cheri to reach you \_\_\_\_\_

Emergency Evening Contact and Number: \_\_\_\_\_

### **PROGRAM:**

1. What is the program/conference theme? \_\_\_\_\_

2. What does the theme mean to your group? \_\_\_\_\_

3. What is the name/title of Cheri's introducer?

Name: \_\_\_\_\_ Title: \_\_\_\_\_

4. Exact time of Cheri's presentation.

Starting \_\_\_\_\_ Ending \_\_\_\_\_

5. What is the best time for Cheri to do the AV and room check? \_\_\_\_\_

6. Which company executives or industry experts will be speaking at this meeting?

\_\_\_\_\_  
\_\_\_\_\_

7. Who are the other professional speakers at this program?

Speaker \_\_\_\_\_ Topic \_\_\_\_\_ Day \_\_\_\_\_

Speaker \_\_\_\_\_ Topic \_\_\_\_\_ Day \_\_\_\_\_

Speaker \_\_\_\_\_ Topic \_\_\_\_\_ Day \_\_\_\_\_

### **LOGISTICAL INFORMATION**

I. Meeting Location: \_\_\_\_\_

Street, City & State: \_\_\_\_\_

Meeting Room Name: \_\_\_\_\_

2. What is the nearest major airport? If applicable \_\_\_\_\_

3. Will someone meet Cheri or should she take a cab? If applicable \_\_\_\_\_

3. Where will Cheri be staying? (if applicable)

Hotel: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Confirmation # for Cheri's room reservation \_\_\_\_\_

4. If Cheri has any problems/emergency, who should she contact?

Name \_\_\_\_\_

Business Phone \_\_\_\_\_ Home Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_ Pager \_\_\_\_\_

5. If there is a scheduled function the evening prior, please let Cheri know the time, place, and appropriate attire.

\_\_\_\_\_  
\_\_\_\_\_

### **AUDIENCE ANALYSIS**

1. Number attending \_\_\_\_\_

2. Are spouses invited? Yes \_\_\_\_\_ No \_\_\_\_\_

3. Percentage of males/females Males \_\_\_\_\_ Females \_\_\_\_\_

4. Average age of group \_\_\_\_\_

5. Job titles (descriptions) of those in attendance \_\_\_\_\_

\_\_\_\_\_

### **GENERAL BACKGROUND INFORMATION**

1. What three (3) main things should Cheri know about your group?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

2. Is there any jargon Cheri should be familiar with?

\_\_\_\_\_  
\_\_\_\_\_

3. On which target markers or industries does your organization focus?

\_\_\_\_\_  
\_\_\_\_\_

4. Who is your typical customer? \_\_\_\_\_  
\_\_\_\_\_
5. What is the primary product/service that you sell/provide? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
6. Who are your major competitors? (if applicable) \_\_\_\_\_  
\_\_\_\_\_
7. Any additional comments/information that would be helpful in customizing Cheri's presentation for your group?  
\_\_\_\_\_  
\_\_\_\_\_
8. How will you know if I am success? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### **WRAP-UP**

Please list at least 3 people attending with whom Cheri can speak to/ask about your organization/association.

Name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

To insure that Cheri's presentation is customized, please send any literature, annual report, etc. at least 4-6 weeks prior to the event. Also please send a copy of the meeting brochure.

Thank you

Mailing address: **Cheri Britton**  
**18 Tanglewood Dr**  
**Asheville, NC 28806**

Email: **cheri@cheribritton.com**