

Client Pre-Program Questionnaire

Name of Client or Group: _____

Date of Program: _____

Program Topic: _____

This questionnaire will enable Gary to tailor his presentation to the specific needs of your group. Please answer all questions as completely as possible, but feel free to skip those which would duplicate a previous answer or which might be irrelevant to your group.

Please include whatever printed information is available which you feel would help Gary understand your organization's people, products/services and industry. Gary would rather have too much information than too little. This could include:

- Meeting Specific - **agenda required**; promotional brochures - optional
- new employee orientation kit
- annual report
- newsletters - internal and external
- advertising, product literature & other promotional materials
- current articles about your industry
- newspaper or magazine articles about your organization
- trade publications

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

2 Ways to Complete this Form

1. Fill out this form on your PC
 - a. Save it to your hard drive giving it a unique file name
(**example:** *your_org_ppq.doc* or *your_org_ppq.pdf* depending on format)
 - b. Email it as an attachment to Gary@GoalsGuy.com
2. Print out this questionnaire
 - a. Complete it by hand
 - b. Fax it back to the attention of Gary at 877-462-5748 or mail it to the address below

36181 East Lake Road :: Suite 139 :: Palm Harbor, Florida 34685
Phone: 877-462-5748 :: Fax: 813-435-2022
Gary@GoalsGuy.com :: www.EverythingCounts.com





Client contact Information

- 1) Name: _____ Title: _____
- 2) Address: _____
- 3) Phone: _____ Fax: _____
- 4) Email address: _____ Website URL: _____

Logistics

- 5) Meeting Location: _____
- 6) Address: _____
- 7) Phone: _____ Fax: _____
- 8) Meeting room: _____
- 9) Closest Airport: _____
- 10) Distance from Airport in miles: _____ and minutes: _____
- 11) Gary's hotel name and location: _____
- 12) Address: _____
- 13) Phone: _____ Fax: _____
- 14) Confirmation number: _____
- 15) Distance from meeting location in miles: _____ and minutes: _____

Lodging Requirements

- Please reserve a king bed, non-smoking room for the night prior to the event
- Guarantee for late arrival
- Direct bill room and tax to master account
- Gary usually arrives the night prior to his presentation and will depart after his presentation.
- We will email you his itinerary prior to the meeting.

- 16) Will someone be meeting Gary at the airport? Yes No
- Who: _____
- Where: _____
- 17) If no one is meeting Gary at the airport what is the best way to get to the hotel:
Taxi Limo , or Other: _____



The Meeting

18) Meeting start time: _____ End time: _____

19) Gary's program start time: _____ Gary's end time: _____

20) Meeting attire: Business Casual Business Semi-formal Formal Other _____

21) What happens before and after Gary's talk:

22) Who will introduce Gary? Name: _____ Title: _____

23) Meeting theme: _____

24) Specific purpose of the meeting: _____

25) Top 3 objectives for Gary's presentation:
1. _____
2. _____
3. _____

26) Sensitive issues to avoid:

27) Are there any messages that you would like Gary to reinforce?

Audience Analysis

28) Number of attendees: _____ Female %: _____ Male %: _____

Age Range: _____ to _____ Spouses Invited: Yes No

29) General description of audience: _____

30) What other information should Gary know about the audience?

The Organization

31) What is your organization most proud of?

32) Please provide a several sentence "state of your industry" statement:



- 33) Mission statement for company:

- 34) Do you have any key phrases you often use?

- 35) Primary products and/or services:

- 36) Who are your customers by type?

- 37) Who are your major competitors by name and product category?

- 38) Who is your primary competitor from the above list? _____
- 39) Biggest opportunities present and/or future?

- 40) Biggest challenges your organization is facing?

- 41) Do you have any corporate “heroes” (other organizations or leaders admired, studied or referenced by your managers)?

- 42) What training programs have the audience members been through?

- 43) What is unique about your group?

- 44) Using only 3-4 adjectives, please describe the kind of speaker who has been a big hit with this group:
Adjective 1 _____ Adjective 3 _____
Adjective 2 _____ Adjective 4 _____
- 45) How will you know if Gary was a hit?

- 46) How did you hear about Gary? Speaker’s Bureau Web site Word of Mouth
 Read a Book or Article by Gary Heard Gary Speak
 Other _____



47) What prompted you to hire Gary for your event? (Please check as many as apply)

- Demonstrated Expertise
- Video Preview
- Bureau Recommendation
- Book or Article written by Gary
- Used Gary Before
- Heard Gary Speak
- Other _____

48) Are there any other speakers on the program, if so identify them by name, title and topics they will discuss:

49) What speakers have you had in the past? _____

50) Depending on the success of this presentation, what other presentation topics would be considered for the future? _____

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