

# Pre-Program Questionnaire

**We need your help!** By taking the time to complete this questionnaire you will enable **Lisa** to fine-tune her presentation to the exact needs of your group. Feel free to skip over any answers which would merely duplicate answers to previous questions or which might be irrelevant due to the nature of this program.

\* **Special Request:** Please send us any printed information you feel would best help us understand your organization such as: orientation manuals, product and/or service brochures, newsletters, etc. Be sure to include any promotional mailings for the meeting Lisa will be speaking at.

## RETURN QUESTIONNAIRE TO:

Lisa Jimenez  
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Coral Springs, Fl. 33067  
Telephone: (800) 489-7391  
Fax: (954) 796-0549  
Email to: Lisajmenez@aol.com

## Thank You!

Your help will increase the value of this program to the audience!  
**Our goal is to make this your best meeting ever!**

### Pre-Program Questionnaire

Your Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Title: \_\_\_\_\_ Fax: \_\_\_\_\_  
Company: \_\_\_\_\_ Website: \_\_\_\_\_  
Best time for Lisa Jimenez or Representative to reach you: \_\_\_\_\_

### I. YOUR PROGRAM

1. What is the meeting theme?
2. What is the specific purpose of this meeting?

3. What type of meeting is it? (annual meeting, awards ceremony, sales kick-off, etc.)
4. Who (if anyone) is on the program just before Lisa and what is their presentation topic?
5. Who (if anyone) is on the program right after Lisa and what is their presentation topic?
6. Which company executives and/or industry experts will be speaking at this meeting?

## **II. THE PRESENTATION**

1. What is Lisa's role in your program (opening or closing, keynote, breakout, etc.)?
2. What are the exact times for Lisa's presentation?  
Start Time:            End Time:

\* Please send us a copy of the meeting program and agenda so she can see how his program fits in. Thank You!

3. How will most of the audience be dressed?
4. How will the executives be dressed?
5. How should Lisa be dressed? (Business suite, slacks and blouse, other)
6. Who will be introducing Lisa to your group?
7. What is most important to you concerning the content of Lisa's program?  
(i.e. use of examples, exercises, handout, etc.)
8. What is most important to you in the working relationship with Lisa?
9. What themes/threads (other than the primary topic of Lisa's program) would you like to see woven into the program?
10. When your people leave the program, what three concepts/skills/ideas would you like them to have?
  - 1.
  - 2.
  - 3.

## **III. THE AUDIENCE**

1. Number in the audience: Are spouses invited?
2. Male/Female Percentage: M    F
3. Average age group? Range of age

## **IV. BACKGROUND**

1. What separates your high-achievers from the others?
2. What are some of the challenges your organization and your people/members face on a day to

day basis?

3. What areas of challenge pose the greatest opportunity for improvement?
4. What are the most significant events that have occurred, and that have affected, your industry, organization, or group during the past year? (i.e. mergers, downsizing, new product launch, etc.)
5. What is the primary product or service that you offer?
6. What are the two most important benefits you offer to your customers?
  - A.
  - B.
7. What are 2 or 3 achievements of which your organization is most proud?

Name five key people in your group that will be at the program. With your permission, Lisa will want to contact them to discover more information about your group.

Name / Telephone #

- 1.
- 2.
- 3.
- 4.
- 5.

## **V. LEARNING TOOLS**

Most audiences want something to help them continue learning after the presentation. What do you prefer?

- Visit our [online store for all of Lisa Jimenez' titles](#)
- Customized workbook

How do you wish to handle these?

- Purchase at quantity discount to distribute to participants at the event
- Offer learning materials to participants for purchase at the event.
- Let participants order the materials from Lisa after the presentation.

## **VI. LOGISTICAL INFORMATION**

1. Hotel Name & Address

Phone:

Fax:

2. Hotel Confirmation Number:

3. Name of meeting room:

4. Into what airport should we schedule Lisa's flight?

5. How far is the hotel from the airport?

6. How should Lisa travel to the hotel? (take cab, rent car, driver will pick up, etc.)?

7. Would you like Lisa to notify someone after she arrives at the hotel? If so, whom shall she contact:

Phone:

8. Contact at meeting site:

Name: Title: Phone: On site arrival date:

9. Are there any pre-meeting engagements (i.e. breakfast or lunch)? If so, where and when are they scheduled: