

Pre-Program Questionnaire

Barbara Sanfilippo, CSP, CPAE

This questionnaire is designed to help us prepare a tailored presentation. If more convenient, Barbara is happy to discuss these questions with you on a phone call. Please answer all applicable questions and return along with the items checked in the last section to Barb@HighDefPeople.com or mail to Barbara Sanfilippo, High Definition People®, 16870 West Bernardo Drive, Suite 400, San Diego, CA 92127.

Company/Association: _____ Date: _____

Name: _____ Title: _____

Email: _____ Website: _____

1. Objectives/Goals: At the end of the program you'd like the attendees to "take action" or leave with ideas on "how to":
 - a.
 - b.
 - c.
2. Describe how you would like the attendees to "feel", "be aware of" or "think differently".
3. What is the specific purpose for this meeting?
4. What is the mission/philosophy statement for your organization or association?
(If returning a copy of your statement indicate, "attached")
5. What are some current problems/challenges/breakthroughs experienced by your organization and industry?

6. Any major changes or announcements for your organization/industry Barbara should be aware of?

7. What top changes or challenges are your audience members or staff currently facing in light of the program message? Are there morale issues that should be addressed?

8. What areas of attendee life or work performance need improvement or recognition?

9. What are your top 2-3 competitors?

10. Special jargon or terminology Barbara should be aware of? Any issues to avoid?

11. Program Mix (Note: a. and b. should equal 100%):
 - a. Please spend _____% of your time delivering "how to" ideas with take home value.
 - b. Please spend _____% of your time delivering motivation, entertainment, stories.

12. Number of Attendees in Barbara's session _____

13. Audience make-up:
 - c. _____% Senior Exec. _____% Mid-mgmt. _____% Board of Directors
 - d. _____% Officers/Sales reps. _____% Support/Clerical _____% Entrepreneur _____% Other
 - e. _____ Average Age _____% Male _____% Female
 - f. Ethnic Diversity: _____% Caucasian _____% Asian _____% Black _____% Hispanic _____% Other
 - g. Educational Level: _____% H.S. Grad _____% College Grad _____% Masters/PhD
 - h. Positions/Job titles:
 - i. Any spouses/special guests:
 - j. Businesses only: _____ # of employees _____ Assets/sales _____ # Offices/Branches

14. Will a video or audio taping crew be on-site?

_____ No _____ Yes, Company Name: _____

Contact: _____ Tel. _____

15. Previous speakers used: _____

16. Barbara's speaking slot: Date _____ Begin Time _____ End Time _____

17. Name of Barbara's introducer: _____

Title _____ Tel. # (____) _____

18. What takes place immediately before/after Barbara's program (speaker, meal, break, etc.)

Before: _____

After: _____

Comments: _____

19. Organizations and Business – On request Barbara can provide telecoaching, consulting, workshops, webinars, or email coaching to sustain the impact of her ideas after the program. **Associations note:** We can partner with you to create added value follow-up tools for your members and non-dues revenue for your association. Check all that apply:

Telecoaching Consulting Workshops Webinar Email coaching Blog

20. Meeting location: _____

Address _____ City _____ State ____ Zip ____

Hotel _____ Tel. _____

Address _____ City _____ State ____ Zip ____

Hotel Contact _____ Tel. #(____) _____ Email _____

21. Best way to get from hotel to meeting site? Cab _____ Shuttle _____ Other _____

If someone is picking Barbara up, please provide name: _____

22. If problems/emergencies arise on the way to program, who should Barbara contact?

Name _____ Phone _____ Cell _____

23. Please send the following information (if available and applicable)

- Mission / vision / values
- Strategic plan / objectives
- Business / Marketing Plan
- Annual Report
- Organization Chart
- Meeting agenda / invitation
- Staff / company newsletter / flyers
- Customer / member newsletters
- Association magazine / newsletters
- Association new membership kit
- Three industry journals / magazines
- Other – anything else?



Please download additional speaker information including speaker profile and sample introduction at www.highdefpeople.com/event-planners/