

PRE-PROGRAM QUESTIONNAIRE FOR
LAURA MICHAUD'S SPEAKING ENGAGEMENT

Thank you for the opportunity to work with you. Please fill in this questionnaire. The time you invest in filling this out will help assure I deliver the very best presentation possible, customized to your specific needs. In addition, any materials about your organization would be extremely helpful.

Thank you.

Name of Group or Corporation: _____

Name of Contact / Meeting Planner: _____

Website Address: _____

Best Time and Way to Contact Planner: _____

Meeting Location: _____

Address: _____

Phone: _____ Closest Airport: _____

Date of Function: _____ Time of Function: _____

Number of Attendees at meeting: _____ Number attending my session: _____

Average Age: _____ Education Level: _____ Male / Female ratio _____

Family /Business Audience (if appropriate):

Controlling Generation:

_____ % Senior Generation

_____ % Junior Generation

Actual Generation:

_____ % 1st Generation

_____ % 2nd Generation

_____ % 3rd Generation

How will audience be dressed? _____ Executives? _____

Any other information we should know about the audience? _____

What are the job responsibilities of the attendees? _____



What are the top challenges of the attendees? Please list as many as possible in priority order. _____

Is there uniqueness to the group or a certain cultural make up? If yes, please describe. Otherwise, please describe demographics of group.

The highest-ranking people in attendance will be (list name and position)

Please list any key people we can speak to prior to the meeting in order to get a more comprehensive view:

Name _____	Title _____
Phone # _____	
Name _____	Title _____
Phone # _____	
Name _____	Title _____
Phone # _____	
Name _____	Title _____
Phone # _____	

Meeting Title or Theme: _____

What are the Meeting's Objectives? _____

What are the Meeting Planner's Objectives?



What are the specific objectives for Laura’s presentation?

What would you like the audience to leave Laura’s presentation with?

What precedes this presentation?: _____

What follows this presentation?: _____

Are there other speakers at this event? Please list if yes.

Speaker _____ **Subject matter:** _____

Speaker _____ **Subject matter:** _____

Speaker _____ **Subject matter:** _____

Speaker _____ **Subject matter:** _____

What speakers and subjects have you used in the past?

Speaker _____ **Subject matter:** _____

Speaker _____ **Subject matter:** _____

Speaker _____ **Subject matter:** _____

What was successful and/or not successful about past presentations? Knowing this will aid in assuring Laura hits the mark with your group.

List any special group programs Laura should be aware of?



Are there changes the organization will make in the future? If so, please list.

What thought do you want your people to walk out of the room with? _____

Are there any “seeds” that you would like planted? _____

Are there in house phrases, language or jargon that I can/should use? Avoid?

It would be better not to mention _____

Other Comments (feel free to use additional pages if necessary):

