

## Extraordinary Event Profiling Questionnaire

Thank you for requesting my speaker/trainer services, the key to a successful event is a clear definition of goals and expectations. The purpose of this questionnaire is to better understand your current situation and needs to provide the best possible experience for your audience and an outcome that meeting those needs.

After you complete the questionnaire please return it to me, to schedule a meeting/conference call to discuss specific needs.

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### Completed by:

Name	
Position	
Organization Name	
Telephone	
Email	

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### Main Outcome

In the following table, list your company's top three goals for these presentations in order of importance.

	Top three company presentation goals
1.	
2.	
3.	

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## Event purpose

What is the purpose of this event? List detailed event purposes.

**Example:** Providing professional development for new company executives managing operational teams.

Event purposes	
1.	
2.	
3.	

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## Key Concerns

What are your concerns in some of the results you are trying to achieve with this event? List your key concerns.

Key concerns.	
1.	
2.	
3.	

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## Audience Morale

If you rate the morale of the audience from 1 to 10 how would you rate it? \_\_\_\_\_

Please elaborate:

This morale level was caused by:
The main problem it is causing:
We believe the best way to raise morale is by:

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## Audience Profile

Tell us who your expected audience is:

Number of persons expected	Min ____ Max ____
Range of age	To
Mix Men/Women	% / %
Levels in the organization (being CEO level 1)	To
Other special characteristics of audience:	

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## Speech Content

Tell us about specific content needs for the speech.

The presentations we are mostly interested in are (please use a number to establish the order of preference):	
<b>Inspiring Personal and Professional:</b>	<b>Business and Professional:</b>
___ "Developing Extraordinary People"	___ "Planning for Success"
___ "Transforming Dreams into Reality"	___ "Extraordinary Sales Man"
___ "Make Love to Life"	___ "Creating Relationships for Success"
<b>Educational:</b>	
___ "Find your passion to find your future"	
The workshops we are more interested in are (please use a number to establish the order of preference):	
_____ Transforming Dreams into Reality	
_____ Planning for Success	
_____ Becoming an Extraordinary Salesman	
_____ Managing Proactive Controlled Sales	
_____ Leadership Development for Managers	
_____ Effective Presentation Skills	
_____ High Productivity Meetings	
Other topics we would like to know if you can deliver:	

## Speech Logistics

Tell us about specific logistical needs for the presentation.

Length of presentation	<input type="checkbox"/> 40 min	<input type="checkbox"/> 50 min	Other ____
Length of Q&A	<input type="checkbox"/> 5 min	<input type="checkbox"/> 10 min	Other ____
The presentation needs to be delivered in	<input type="checkbox"/> English	<input type="checkbox"/> Spanish	<input type="checkbox"/> Portuguese
The following equipment will be provided	<input type="checkbox"/> Laptop <input type="checkbox"/> Projector and screen <input type="checkbox"/> Flipchart <input type="checkbox"/> Blackboard		
Location of event (please write complete address):	Date: _____  Time: _____		
Can we videotape the presentation?	Yes ____ No ____ We will do it ____		
Can we sell related products? (DVD, CD, Books)	Yes ____ No ____		
Closest airport to venue is:			
Our budget is:	Speech: \$ _____	Traveling: \$ _____	Other

## Audience survey

If possible list up to 5 audience attendees we can contact to survey for expectations of the event. (Please do not provide position or level in the organization). A summary of anonymous findings will be sent to you for feedback.

Name	Phone	Email