



PRE-PROGRAM QUESTIONNAIRE

for Andrea D. Campbell

In order to ensure Andrea makes your conference or meeting a success, please complete this questionnaire. Please send the completed questionnaire to Andrea@AndreaDCampbell.com.

Your Name: _____

Company Name: _____

Address: _____

City _____ State _____ Zip Code _____

Phone: (____) _____ Fax: (____) _____

Email address: _____

Website address: _____

THE PROGRAM

.....

Program Date: _____

Length of Presentation: _____

Meeting Type: _____

Program Theme: _____

Is this a mandated or non-mandated program? _____

Program Event Time: Begin: _____ End: _____

Andrea's Presentation: Begin: _____ End: _____

Event Location: _____

Address: _____

Parking Arrangements: _____

Hotel Arrangements (Confirmation #): _____

WHO IS RESPONSIBLE FOR CALLING THIS EVENT? (HR, Sales, Marketing, etc.)

.....

Name: _____

Address: _____

City _____ State _____ Zip Code _____

Phone: (____) _____ Fax: (____) _____

Email address: _____

Who will be introducing Andrea? (Name and Title / Position):

Best time for Andrea to do her A/V and room check: _____

How should Andrea dress for the presentation? _____

Describe Andrea's role in the program. (Opening / closing keynote, luncheon speaker, etc.)

WHO ARE THE OTHER PROFESSIONAL SPEAKERS ON THE PROGRAM?

.....

Speakers #1: _____

Topic: _____

Day: _____

Speakers #2: _____

Topic: _____

Day: _____

Speakers #3: _____

Topic: _____

Day: _____

What other speakers have recently addressed the group?

Speaker: _____ Topic: _____

Speaker: _____ Topic: _____

Speaker: _____ Topic: _____

What did you like about their presentations?

Which company executives, if any, will be speaking before Andrea?

AUDIENCE ANALYSIS

.....

Approximate Number of Attendants: _____ Males: _____ Females: _____

Age range: _____

General job responsibilities of attendees:

What are the top challenges faced by people who will be in the audience?

Do you have three (3) key points you want stressed in Andrea's talk?

1. _____
2. _____
3. _____

What are the most important changes happening in your company and industry?

What keeps senior management awake at night?

What are the audience's concerns?

What are their fears? Be honest. *This information is confidential.*

Please identify any in-house language, jargon, phrases or words applicable to your group that might be relevant to this presentation.

Overall goals and objectives for this event:

Specific goals and objectives for Andrea's presentation:

What is the mission/philosophy statement for your company/organization?

PEOPLE WITHIN THE ORGANIZATION (who I can interview via telephone prior to program)

.....

CEO _____

President _____

VP _____

Manager _____

Please provide the names of two valuable people who Andrea could call to get additional information, if needed.

Name: _____ Title: _____ Phone: _____

Name: _____ Title: _____ Phone : _____

What's happening before & after the presentation?

Before: _____

After: _____

In case of emergency of flight delays, who and where do we call?

Name / Telephone Number: _____

As soon as you have them available, please send us the following items:

- The agenda of the conference / meeting
- Past conference / meeting brochures
- Information about the company / organization (corporate report, history of organization, publications and newsletters, etc.)

Thank you!