



Pre-Program Questionnaire

Speaker: Anne Marie Salvon

Thank you for taking the time to supply this information. The more prepared we are, the better we can serve you and personalize the message. This is a guideline of information we need from you to create an excellent program. Please answer these questions honestly and consider the type of outcomes that will make your event a success.

Name of client or group:

Date of Program:

Speaker Topic:

Client Contact:

Phone:

Email:

1. What is your **Meeting Theme**?

2. Specific **purpose** of the meeting:

3. Top **three objectives** for Anne Marie’s presentation:
 - a.
 - b.
 - c.

4. **Sensitive issues** to avoid:

5. **Number** of attendees _____ **Percentage** male _____ female _____

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6. Approximate number of participants by **age range**:

- a. Over 57 _____
- b. 41-56 _____
- c. 25-40 _____
- d. 24 and under _____

7. General **description** of the audience:

8. What **other information** would you like Anne Marie to know about the audience?

Your Organization

9. What is your organization most **proud** of?

10. Biggest **opportunities** present and/or future?

11. Biggest **challenges** your organization is facing?

12. Do you have any **organizational “heroes?”** (other organizations or leaders admired by your audience members)

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13. What **types of educational programs** have the audience members been through together in the past two years?

14. What is **unique** about your group?

15. Using only three to four adjectives, please describe the kind of speaker who has been a **big hit** with this group.

16. How will you know if Anne Marie and her presentation were a hit?

17. Please obtain agreement from four individuals representing each generation and inform them that Anne Marie Salvon will be scheduling a brief telephone interview with them in preparation for the meeting.

Name	Generation Age Range	Phone	Email
	57+		
	41-56		
	25-40		
	Under 24		

Please fax your results to 405.447.2977 or email to asalvon@performance.com and cc: ritam@performanceok.com.

Thank you for your time and attention!

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