**I need your help!** This questionnaire is my first step in preparing for my program at your event: it helps me tailor my presentation to meet your needs. Please answer all relevant questions (and skip any that may not apply). It would also be helpful if you have any printed materials that would help me better understand your group, including annual reports, newsletters, magazines, event brochures, etc. (I will be going through your web and social media pages.)

***Important:*** *Please return this questionnaire as soon as possible.*

Main Contact

Name:

Title:

Company:

Address:

Phone:       Fax:

Cell phone:       Email:

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About the Program

1. What is your program's overall theme?
2. What does the theme mean to your group?
3. What are your specific objectives for Randall’s presentation?
4. What kind of meeting is it?
5. What is the name of the meeting planner?
Name:       Title:
6. Randall’s introducer?
Name:       Title:
7. The entire event:
Begins:  Date  Ends: Date
8. Exact times of Randall’s program?
Starting:       Ending:
(Please email program agenda to randall@RandallCraig.com)
9. What takes place immediately before and after Randall’s presentation(s): another speaker, meal function, break, etc.? Please include speaker’s name and subject matter.
Before:       After:

Before:       After:

1. How early can Randall be on-site to check A/V and the room?
Option #1:       Option #2:
2. How should Randall dress for his presentation?
3. What is Randall’s role(s) in the program?
4. Are there any other presenters in this program? Who are the key presenters besides Randall?
Speaker:       Topic:       Day/time:
Speaker:       Topic:       Day/time:
Speaker:       Topic:       Day/time:
5. What presenters or facilitators have you used in the past?
Name:       Year:
Name:       Year:
Name:       Year:
Name:       Year:

Liked best about them:
Disliked about them:

1. Why did you choose Randall to deliver his program for your event?
2. How have you planned to reinforce the concepts introduced by Randall, after the event itself?
3. Would you like information about Randall’s post-event learning materials?
Yes [ ]  No [ ]

About the Group

1. Number attending?
2. Are spouses invited?
Yes [ ]  No [ ]
3. Percentage of males/females:
4. What is the mother tongue of the majority of attendees?
5. Average age of the group?
6. Typical job titles of attendees:
7. Which group should Randall primarily direct his presentation to?
8. With your permission, we would like to contact two attendees from your organization to ask additional questions. Please provide name, title, organization, email, and phone number.
a)
b)

More About You and the Group

1. What industry does your organization belong to?
2. What is the history of the group? How long has it been in operation, and what is the primary value of it staying together?
3. Do group members belong to any other similar organization?
4. What three main things should Randall know about your group?
a)
b)
c)
5. What are the two significant events that have occurred in your group during the past year?
a)
b)
6. What are the toughest issues facing your group members going forward?

1. What is the ONE question that Randall can answer that will leave audience members satisfied?
2. At a personal level, is there a shared concern by group members, and if so, what is it?
3. Is there any jargon Randall should be familiar with (acronyms, titles)?
4. Any additional comments of information that would be helpful in tailoring this presentation for your group?