

# Michelle Tillis Lederman

## PRE-PROGRAM QUESTIONNAIRE

This questionnaire is designed to help me prepare a customized program tailored to the specific needs of your group.

### **LOGISTICS**

Company/Organization: \_\_\_\_\_

Closest airport from Hotel/Event Venue: \_\_\_\_\_

Event Venue Address: \_\_\_\_\_

Main Contact: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Secondary Contact: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Audio/Visual Contact: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

### **CULTURE**

a) Organization / Team Mission? \_\_\_\_\_

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b) Strongly Held Organizational Beliefs? Mottos? Icons? \_\_\_\_\_

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c) What are the most significant events to have occurred in your industry / organization during the *past year* and *historically*? (e.g., expansion, relocation, reduction in force, new laws, etc.)

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## PROGRAM / EVENT

*If you have an event website, newsletters, phone app, or brochure please send me the links/files.*

My Program - Date, Time and Duration: \_\_\_\_\_

a) What is the purpose of the meeting / conference? \_\_\_\_\_

\_\_\_\_\_

b) Are there any issues/topics in particular that you want me to address during the program? Are there any sensitive topics I should be aware of or avoid?

\_\_\_\_\_

\_\_\_\_\_

c) What do you want the audience to do, think or feel when I am done?

\_\_\_\_\_

\_\_\_\_\_

d) How will you measure the success of my presentation(s)? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

e) Are there other speakers? Who are they and what are their topics?

\_\_\_\_\_

\_\_\_\_\_

f) Whom did you have speak last year? Did you and the audience like him/her?

\_\_\_\_\_

g) Is there anything else you want me to know?

\_\_\_\_\_

*Michelle Tillis Lederman*

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## AUDIENCE

a) Approximate number of attendees? \_\_\_\_\_ % Male \_\_\_\_\_ % Female \_\_\_\_\_

b) What experience level are attendees (% entry, management, leadership) \_\_\_\_\_

c) Major job title(s) of audience members? \_\_\_\_\_

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d) What are the top three challenges faced by the people who will be in my audience?

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e) What are the names/titles of the Key Leaders who will be at the meeting?

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f) What are some of the current problems experienced by your industry / organization?

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g) Please share with me any “industry color”, unusual regulations/policies, specialty terms, jargon or industry speak. \_\_\_\_\_

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h) When your people depart from this presentation, what ONE thing do you want to be uppermost in their minds? \_\_\_\_\_

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