

"The Advocacy Guy"
Pre-Program Questionnaire

This questionnaire is designed to help Corky prepare the best possible customized presentation.
Please return this to us on or before:
Thank You For Your Help!

Name of Group: _____ Date of Presentation: _____

Person Completing Form: _____ Office Phone: _____

Fax No.: _____ Cell Phone: _____

Email: _____ Web Site: _____

Meeting Time: _____ Meeting End: _____

Meeting Location: _____

Address: _____

City: _____ State: _____ Zip: _____ Meeting Dates for Program: _____

Meeting Hotel: _____

Hotel Phone: _____ Hotel Fax: _____

Closest Airport: _____ No. of Miles to Site: _____

How would you prefer that I dress for the meeting? _____ Business _____ Casual _____ Other

Approx. No. Attending meeting: _____ No. of Females: _____ No. of Males: _____

Approximate Age: _____ Age Range: _____

General job responsibilities of the attend: _____

If this presentation is part of a conference, what is the theme, if any? _____

What is the mission/vision statement for your company/organization? _____

What are some of the issues, breakthroughs, challenges currently being experienced by your company or industry? _____

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What significant changes have taken place in your organization/association/industry in the last two years?

What changes do you anticipate in your organization/association/industry in the next two years?

What are the top challenges that face the people who will be in the workshop/audience?

If there are any special programs or projects that your organization/association/industry are conducting, briefly describe it name, nature, and any other pertinent slogans or theme's:

What makes your organization/association/industry unique? (special products, special clientele unusual hours, travel, etc.)

What unique phrases/sayings are common to your organization/association/industry?

Please list any in-house or marketing specific language, jargon, phrases, or words applicable to your group that might be incorporated into this presentation/workshop:

Is there any recent award, special recognition, special achievement that your organization association/industry has recently received?

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Specifically, what "local color" should I use in my presentation? This could be anything, such as a new company policy, an in-house buzz word, a local drinking place, poor food, a broken piece of equipment, local weather, or achievement of a top officer in your organization/association/Industry.

Overall objectives of conference, meeting, workshop:

Specific objectives of Corky's presentation/talk/workshop:

Any key concepts/points you would like Corky to plant? _____

Please list the names of two accomplished professionals within the group that Corky could call to get additional perspective:

Name: _____ Title: _____ Phone No: _____

Name: _____ Title: _____ Phone No: _____

Program Schedule - What is happening before and after the presentation/workshop?

Introducer-Name: _____ Title: _____

Phone No: _____

Would it be possible for one or two quests to sit in on Corky's presentation/program: _____

Point: Please send a copy of all memos, program announcements, brochures, and other promotional materials relating to this presentation/program/workshop so our presentation

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will be consistent with your promotion. In addition, any annual reports, company newsletter, paper, flyer, or product brochures would be appreciated, if they are available.
Thank You For Helping Corky Customize his Presentation for your Group!