

BOOKER/EVENT QUESTIONNAIRE

My objective is to effectively deliver a session that is tailored to the specific needs of your audience.

This pre-event questionnaire will help me to prepare that session to deliver the desired results.

Please answer questions as fully as possible.

Feel free to skip any questions that are irrelevant due to the nature of your event.

To complete and return this form you have the following options:

- If this is the MS Word version, type in your answers save the file and email it back to me.
- If this is the PDF version, print it out, write in the answers, scan the form and email it back to me.
- For either of the above you may also post the completed form back to me.
- If the above options seem like too much hassle ring me and I will go through it over the phone and fill it in while we speak.

You may wish to include any information you feel would help me to better understand your organisation.

All relevant contact details are on the last page of this document.

Be assured that your input will increase the value of my service to you and the value that your event attendees leave your event with.

Thank you.



Steve Houghton-Burnett

1. EVENT/PROGRAMME OVERVIEW

Our Contact / Meeting Planner (and title): _____

Contact Number: _____

Company name: _____

Company address: _____

Date of event: _____

Timing of meeting/talk – Starting _____ AM/PM Ending _____ AM/PM

Venue of event (including postcode) Please include map or directions if appropriate:

Title & Purpose of meeting (is there a theme or a corporate slogan?):

Agenda / Itinerary of meeting:

Other speakers and their subjects (if any):

Who or what is on immediately before and after our session (names and topics):

Name/Title/Contact Details for my introducer:

2. THE AUDIENCE

Number of attendees (approx): _____

Who will attend – delegate profile?

Demographic make up of the audience:

Age range: _____ Sex: Male _____% Female _____%

Occupation/Sector: _____ Average income: _____

Educated to what level on average (e.g A'Level, Degree, Masters, PhD, Unqualified):

Other relevant information (are partners invited?) (Also, will attendees be co-workers, competitors, bosses/subordinates, a mixture of authority levels? Will they all be acquainted with each other? Are there any existing potential problems, competitive factors, peer pressure or other dynamics we should be aware of?):

Should the address be targeted to one group in particular: Yes/No

If yes, which one? _____

What do you want the audience to know as a result of this session (what are your specific objectives for the session, i.e. what 3 points do you want your people to leave with regarding attitudes/knowledge/skills)?

1) _____

2) _____

3) _____

What do you want the audience to feel as a result of this session?

What action(s) do you want them to take as a result of this presentation?

What do the delegates do during their day to day business?

What are the top 3 challenges faced by participants attending this event?

- 1) _____
- 2) _____
- 3) _____

What fears do they have?

What do they value?

What victories have they achieved?

3. THE COMPANY

What is the purpose of your organisation?

How will the event be advertised and participants recruited? Is attendance voluntary, suggested, mandated etc.?

Are there any sensitive issues affecting your group/organisation/industry/profession that may surface during the session and how would you like them handled? Also, are there any subjects, words, phrases or concepts that people are negative toward and should be avoided outright?

Please list some in-house or market-specific language, jargon, phrases, forms, acronyms or words specific to your group that might be incorporated into the presentation. If you have a publication, manual or listings of your nomenclature please provide us with a copy.

What MAJOR challenges do you face as an organisation?

What are the names/titles and roles of the TOP 3 people who will be at this session?

1) _____

2) _____

3) _____

What professional speakers have you used in the last year and what did they cover? Please list most recent at the top.

Speaker

Topic

Speaker	Topic

What other information might be helpful for the speaker to know?

Please complete fully and return this form to:

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