



## **Audience Impact Maximzer (PRE-PROGRAM QUESTIONNAIRE)**

Please return this form to:

Treat 'em Right

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This questionnaire is a valuable aid in customizing Phil's presentation for your audience. Please take the time to fill out all of the applicable questions about your audience. (Not every question is applicable!) If you need to use the back of the questionnaire or additional paper, please do so. The more information Phil has, the better. It would also be helpful to have the following:

- The agenda that includes Phil's presentation
- Any past agendas from similar meetings
- Brochures about your company, products and services
- Information you are sending the attendees of the meeting; brochures, promotional materials, etc.

Thank you very much, and we look forward to working with you!

Name of company/organization/association: \_\_\_\_\_

Name of person completing this questionnaire: \_\_\_\_\_

Phone number (and extension): \_\_\_\_\_ Email address: \_\_\_\_\_

Presentation Date: \_\_\_\_\_

Starting time of Phil's program: \_\_\_\_\_

Ending time of Phil's program: \_\_\_\_\_

Presentation Site: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_

## Travel Arrangements

Arrival Date: \_\_\_\_\_

Flight arrangements: Phil usually makes his own air reservations.

Closest airport: \_\_\_\_\_

Hotel accommodations: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_

Hotel confirmation number: \_\_\_\_\_

Ground Transportation: Phil usually takes a cab unless other arrangements are made.

## Audience Profile

1. Audience size: \_\_\_\_\_

2. How will the audience be seated?

Theater

Classroom

Round tables

Other (please specify): \_\_\_\_\_

3. Are spouses invited?  Yes  No

4. Percentage of males/females? Males: \_\_\_\_\_% Females: \_\_\_\_\_%

Ages? 8-28 \_\_\_\_\_% 29 – 42 \_\_\_\_\_% 43-62 \_\_\_\_\_% 62+ \_\_\_\_\_%

5. Please describe in one or two sentences what your company or organization does.

6. Please describe the audience. What are the major job responsibilities, titles, etc. (This is very important!)?

7. Who are the customers of the audience?

8. Please list the names of key company executives (and their positions) \ who will be attending the meeting.

### **The Meeting**

9. What is the "theme" of your meeting?

10. What is the reason/purpose/goal for this meeting? (Annual sales conference, industry meeting, incentive program, etc.)

11. Who else will be speaking at the meeting (and on what subjects)?

12. Who has spoken in the past (and on what subjects)?

13. What takes place immediately before and after Phil's presentation?

Before:

After:

14. Who will introduce Phil? \_\_\_\_\_

15. What are three things you want people to remember when Phil's presentation is completed?  
(This is VERY important!)

16. Can you offer any suggestions to make this the best presentation your audience has ever heard?

17. Are there any issues that should be avoided?

18. What will be the appropriate attire for the attendees and how would you like Phil to dress?



24. In case there are any other questions or additional research Phil might need, could you please list the names, titles and phone numbers of two more people who might help?

25. What are the two or three best books written about your industry?

26. What question(s) have we neglected to ask that would help Phil better understand your company, association or industry?