

Slip 'em a Mikki

PRE-PROGRAM QUESTIONNAIRE

In order for Mikki Williams, CSP, to work most effectively with you at your meeting/convention, we request some necessary information. It is our purpose to *customer-ize* the presentation to specifically meet your needs. We want the attendees to feel that we are part of your "team."

Please answer all questions as fully as possible. Feel free to skip over answers that might be duplications or irrelevant.

Organization _____

Scheduled date(s) _____

THANK YOU. Your help will increase the value of this program to the audience.

PRE-PROGRAM QUESTIONNAIRE

1. What is the Conference theme (if any)? _____

2. What is the specific purpose of this meeting? _____

3. What are your specific objectives for my presentation?

4. What is the time frame for my presentation(s)?

Start _____ End _____

5. Will there be a break prior to or following my presentation?

_____ Approximate time _____ Length _____

6. What takes place immediately before and after my presentation?

Before

After

7. Please list the names and position titles of the three top people in the organization who will be attending this meeting.

1. Name _____

Position _____ E-mail _____

2. Name _____

Position _____ E-mail _____

3. Name _____

Position _____ E-mail _____

8. Audience demographics:

a. Number attending _____

b. Percentage of men _____ women _____

c. Average age _____

d. Number of those attending who have been with the company/organization (approx.)

0 - 5 years _____ 6 - 10 years _____

11 - 20 years _____ more than 20 years _____

9. What are the major job responsibilities and titles of those in the audience?

10. How has business been in the last twelve months?

Excellent _____ Good _____ Fair _____ Poor _____

11. What are some current challenges/problems experienced by your company/industry people?

12. Who are your major competitors (rank, if possible)?

a.

b.

c.

13. Any other comments that would enhance the presentation?

14. List names, email addresses and phone numbers of three people I could interview before the event.

15. I like to personalize as well as *customer-ize* my presentations. Please provide any humorous or anecdotal incidents that would be understood by the majority of the audience and would not be offensive to any individuals. Feel free to use additional space or at your own leisure, discuss with others and fax a compilation of ideas.

It would be helpful to me in familiarizing myself with your company, association, or group, if you would include some descriptive literature (e.g., annual report, manuals, mission statement, core values, service strategy, etc.) as well as meeting brochure or flyer. Please return this questionnaire to Mikki Williams Unltd. with as much of the above information as possible.

Thank you for your time and cooperation. I look forward to this meeting with great enthusiasm.

Carpe Diem!

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