



To assist Lauren in tailoring her program, it is **imperative** that you complete this document and submit it as soon as possible. There are no required fields, however Lauren likes to have as much information as possible to make certain your objectives and those of the company/organization/association are accomplished. Please feel free to by-pass any fields that are not relevant to the event or group.

Your prompt reply will give Lauren ample time to follow up with any questions she may have after reviewing.

Briefly describe the company/organization/association, it's products and/or services:

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What are some of the major challenges currently facing your industry?

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Who is your typical customer?

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What separates your company/organization/association from competitors in your customer's minds?

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What are three specific things you think Lauren should know regarding the people who will be attending?

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What significant events have occurred in the past year for the company/organization/association?

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What is the biggest misconception that people (or your customers/clients) have about your industry - or the people in your industry?

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What three things are your attendees doing well that you would like Lauren to reinforce?

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If there is ONE thing that you would want your attendees to do better, handle more effectively or view more positively, what would that be?

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What are some specific examples of what your attendees do that "goes beyond the call of duty?"

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Are there any acronyms, phrases or jargon that are common to your attendees that Lauren should know or could incorporate into her presentation?

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Are there any subjects, words, phrases or concepts that your attendees are negative about and/or that should be avoided?

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Specifically, what "local color" could/should Lauren incorporate into her presentation? (A new policy, a new management appointment, a funny person everyone knows, a local event, local weather everyone is talking about, someone's achievement, etc.)

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In terms of outside speakers, what have your attendees:

Liked most? \_\_\_\_\_

\_\_\_\_\_

Liked least? \_\_\_\_\_

\_\_\_\_\_

Demographics:

How many people are expected to attend? \_\_\_\_\_

What are the job titles/duties of the attendees? \_\_\_\_\_

What percentage are members/employees? \_\_\_\_\_

What percentage are spouses/guests? \_\_\_\_\_

What percentage are men? \_\_\_\_\_

What percentage are women? \_\_\_\_\_

What are the age ranges? \_\_\_\_\_

What is the dress code for attendees? \_\_\_\_\_

What else does Lauren need to know to ensure she can exceed your expectations and help make your event outstanding?

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**Please complete this form and email it to [anne@laurenschieffer.com](mailto:anne@laurenschieffer.com)  
AS SOON AS POSSIBLE - Thank you!**

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