



## Pre-Program Questionnaire



To assist Lauren in tailoring her program, it is **strongly suggested** 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.

### Your Organization

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

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

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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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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? \_\_\_\_\_

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

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### **The Event - Lauren's Presentation**

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? \_\_\_\_\_

Lauren's start time: \_\_\_\_\_

Lauren's end time: \_\_\_\_\_

What takes place immediately BEFORE Lauren speaks? \_\_\_\_\_

\_\_\_\_\_



What takes place immediately AFTER Lauren speaks? \_\_\_\_\_

\_\_\_\_\_

Are there other functions that Lauren is invited to attend while she is there? \_\_\_\_\_

\_\_\_\_\_

If so, what is the dress code for those? \_\_\_\_\_

What is the location and time of the additional/special function? \_\_\_\_\_

\_\_\_\_\_

What is the name, title and contact information of the person introducing Lauren? \_\_\_\_\_

\_\_\_\_\_

Who is in charge of providing audio/visual requirements and set up?

Name: \_\_\_\_\_

Phone number: \_\_\_\_\_

Email address: \_\_\_\_\_

What time will the room be available for a sound check? \_\_\_\_\_

(Please know that A/V set-up time for Lauren's programs takes no more than 20-25 minutes. It is preferable that the A/V sound check be held in the space on either the day before or the morning of Lauren's presentation - when there are NO attendees in the room.)

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 [LS@laurenschieffer.com](mailto:LS@laurenschieffer.com)**

**AS SOON AS POSSIBLE - Thank you!**