



INTERNATIONAL Positive-Focus Success INSTITUTE

positivefocussuccess.com

Pre-program Questionnaire

Speaker Monica Strobel

Our goal is to help you create a successful meeting with immediate and long-term take-home value for your attendees. Contact us anytime with questions or comments.

In most instances, this questionnaire is being filled out by Monica along with you. The goal is to help us prepare a meaningful presentation for your attendees. Please read these over prior to our phone conversation to be prepared as possible.

In the event you are filling this out yourself, please complete as fully as possible and questions and return to me via email attachment, FAX or mail. (Feel free to use additional pages for space if needed) Thank you!

THE PROGRAM BASICS

Name of Organization:

Organization website:

Contact person, phone number, email address and other contact info if needed:

Specific purpose of this meeting/event:

Day & Date of Monica's Presentation:

Start Time:

Length of time for Monica to speak:

Monica's role in your program (opening or closing, keynote, breakout, etc.):

What takes place immediately before/after Monica's program (speaker, meal break, etc. If another speaker, please indicate topic)

Before:

After:

Will you expect/allow Monica to attend other times than before or after her program?
Mix with Board or VIPs?



Number of people attending:

Approx. percentage of: male _____ % female _____ %

Age range:

Spouses invited? Yes No

If so, will they be attending Monica's presentation? Yes No

How will most of the participants be dressed:

How will the executives/top officials be dressed:

Do you have a preference how Monica Strobel should be dressed (formal, office attire, business casual):

Who will be introducing Monica?

Name/Title/Phone/Email

Exact Meeting location:

Place name: _____

Address: _____

City: _____

Hotel/Address Telephone: _____

Closest Airport and no. of miles from site: _____

How do I get from airport to site? _____

Airport Transfer/Limo Co. Name: _____

Other: _____ Phone No.: _____

When, where, who and how should Monica contact upon arriving at location/hotel?



Emergency Contact:

Name/Phone Numbers for phone/text message

Name: _____ Business _____

Cell _____ Home _____

Do you need speaker's:

Bio by:

Photo by:

Program Description by:

Introduction by:

Do you have speaker's:

Bio

Photo

Program Description

Introduction

If not providing these to you, provide name and contact:

Who will be printing/copying handouts, if using them?

Pre-purchasing books or any other materials for your attendees?

How Many? Deliver by and to whom?

If Monica is offering "Complimentologist Is In" promotional or fundraising session, where and when:

Corporate philanthropy or nonprofit:

If Monica is doing a breakout at same meeting, title, day, date, time, where:

Solo or panel:

AV equipment available:

Anything else specific to meeting?



MORE ABOUT MONICA'S PROGRAM

Topic we have decided upon:

What are your specific objectives/results desired for Monica's program(s)?

Beyond the question above, what else is important for your audience to get from Monica's program? (i.e., Motivation, take charge, customer services, productivity, appreciation?)

What is most important to you in the working relationship with Monica?

Will you be announcing any awards or other major announcements at the meeting?
If so, please indicate. Also, is this before or after Monica's presentation?

Previous keynote / general session speakers used recently by your organization:
Name/Topic/When used

- 1.
- 2.

THE 411 ON YOUR ORGANIZATION

What is the mission/philosophy statement for your company/organization?

What is the primary product or service that you offer?

Two most important benefits you offer to your customers/members?



2 or 3 achievements of which your organization is most proud?

Current problems/challenges/breakthroughs experienced by your organization or industry?

During the past 1 to 3 years, what are the most significant events that have occurred, and that have affected, your organization, or group (i.e. mergers, downsizing, etc.) or other significant changes?

How else has the audience's industry changed in the last 2 years?

Special jargon/terminology to use?

Issues/terms to avoid?

What are the top challenges faced day-to-day by people who will be in the audience?

What separates your high-achievers from the others?



May I contact an executive, manager and/or employee or member to get additional perspective about your company or group? If so please provide Name / Title / Telephone # & or email

- 1.
- 2.
- 3.

If these three people will not be at the program, feel free to name three key people in your group that will attend, so Monica may discover more information about your group. Name / Title / Telephone # & or email

- 1.
- 2.
- 3.

Name and title of senior executives:

Name _____ Title _____

Name _____ Title _____

Top people to recognize in audience:

Name _____ Title _____ Reason _____

Name _____ Title _____ Reason _____

Name _____ Title _____ Reason _____

Please send me the following information –or other if applicable (if available)- or indicate the web address to read and/or download:

___ Meeting program (or online at):

___ Meeting agenda / invitation (or online at):

___ Annual report (or online at):

___ Organization newsletter / paper / flyer (or online at):

___ Key product brochures (or online at):

___ Special promotions/campaigns (or online at):

What can you add which might help us do an even better job?