

Steve Thornton

AMERICA'S BREAKTHROUGH COACH!

Pre-Program Questionnaire

The purpose of this questionnaire is to help me customize a program to fit the specific needs of your audience and to meet your expectations as our valued client. Thank you for providing me with this information.

Please answer these questions completely and with as much detail as possible. Please return to Expect Success Coaching & Training by either emailing this completed form to Steve@ExpectSuccessCoaching.com OR faxing to 928.525. 9740 OR mailing to 627 Homestead Road, Flagstaff, AZ 86001, no later than _____. Please also attach or include specific information you feel would help me understand your organization better such as newsletters, articles, press releases, association magazines or any other material you think may be helpful to understand your industry, organization, and audience best.

Client Organization Name: _____

Event Title: _____

Event Date(s): _____

Event Location & Address: _____

Main Contact Name: _____

Title: _____

Office ph: _____ Cell ph: _____

Email: _____

Type of event: (Annual conference, customer conference, sales meeting, special event, retreat etc.)

Please explain theme(s) for this event: _____

Please explain the overall goal(s) for this event _____

Information particular to your Industry, Organization, and Audience:

Approximate number of attendees? _____ Are the spouses invited? YES NO

Number of men? _____ Number of women? _____

Average age? _____ Range of age? _____

Proper Titles and Position Objectives for Attendees (If a mix of position types, please explain differences)

Which group should I address my presentation toward most? _____

The three largest job responsibilities of attendees?

1. _____
2. _____
3. _____

What are the names and titles of your top people who will be attending the program?

What are the main strengths of your industry, organization and audience?

What are some common problems that are being experienced by your industry, organization and audience?

What areas of performance could your industry, organization and audience improve in the most?

What are the most significant events that have happened in the last year to your industry, organization and people? (New laws, trends, associations, procedures, expansions, reductions etc.)

Who are the heroes within your organization and industry and why are they perceived as heroes?

Is there any industry jargon I should be familiar with?

What are the running jokes among your industry? What groups it is appropriate to poke fun at? Please explain.

Please explain the top three challenges the people in the audience are currently facing.

1.

2.

3.

Please include any additional information that will enable me to tailor my presentation to your audience.

Information particular to my program:

What are your specific goals for my program?

What specific topics or issues would you like me address during my program?

What topics or issues should I avoid during my program?

What professional speakers have you used in the past? What did you like best about those speakers and their presentations? What did you dislike? _____

What 3 actions do you want your audience to take as a result of my program?

1. _____
2. _____
3. _____

Do you want a question and answer session after my program? _____

What suggestions do you have to help make this the best program ever? _____

Logistics:

Time entire event is scheduled to begin and end: _____

Time my program is scheduled to begin and end: _____

Where will the venue or event be held? (Hotel meeting room, corporate meeting room, auditorium, etc.)

Please provide directions to the event room within the building. _____

If held at a hotel, is it the same hotel Steve is booked to stay? _____

Please provided directions from Airport to Hotel I will be staying, and from the hotel to event location if different.
Please include estimated travel time as well. Thank you.

Please include the contact information for someone I can call in case there is an emergency the evening before or the morning of my presentation.

Name _____ Title _____

Office Ph _____ Hm Ph _____ Cell Ph _____

If there is a scheduled function prior to or following my program or the event in which my participation would be important, please indicate the time, place, nature and appropriate dress of the function. _____

What is the time for the room /AV check? _____

Name and title of person introducing me: _____

Office Ph: _____ Cell Ph: _____

What takes place immediately before and after my program? (speaker, workshop, meal, nothing, etc.)

Are there any other speakers scheduled? If so, who are they and what are their topics?

Will there be an audio recording, video recording or teleconferencing? _____

Please list the A/V company, AV contact and AV contact phone. _____

What is appropriate dress for this event? (Suit & tie, business casual) _____

Additional Information:

What special requests do you have? _____

Please add any additional information regarding any aspect of this event including but not limited to: The event in general, my program, logistics, your industry, organization, audience, and your overall expectations?

What would cause you to say, "Wow! Steve Thornton's program was a huge success!" _____

THANK YOU FOR TAKING TIME TO PROVIDE US WITH THIS VERY HELPFUL INFORMATION!

EXPECT SUCCESS COACHING & TRAINING 928.525.9690