



Pre-Program Questionnaire

karen@mccullough.com 713.880.8784 fax. 713.880.0414

Client: _____

Address: _____

Contact Person: _____

Contact's Business Phone: _____ Cell: _____

Speaking Title: _____ Conference Title: _____

Date of Engagement: _____ Time of Karen's Program: _____

Meeting Location/Hotel: _____ City/State: _____

Attendee Information:

Approximate Number Attending: _____

% Breakdown of Males _____ Females: _____

% Breakdown of age: 20-30 _____ 40 _____ 50 _____ over _____

Level of education: _____

Senior level: _____ Middle Management: _____ Support Staff: _____

What are the names and phone numbers or email addresses of a few people Karen can contact for customization information?

What are the major job responsibilities of those in the audience?

What three main things we should know about your group?
What is the specific purpose for this meeting?

What is your company's major strength?

What makes your organization unique?

What is the greatest challenge your organization is facing?

What are three things you want people to remember when Karen's presentation is completed?

Do you have any inside tips for Karen that will get a laugh about your company, your CEO or any member of the executive team?

What other speakers are speaking at this conference?

What speakers did you have in the past?

What did your group like or dislike about speakers in the past?

Is there anything else I need to know?