



*Arlene Jorgenson*  
speaker . consultant . author



## *PRE-EVENT QUESTIONNAIRE*

ORGANIZATION:

CONTACT PERSON:

ENGAGEMENT DATE(S):

The attached questionnaire will enable me to fine-tune my presentation to your group. Please answer the questions as fully as possible, but omit anything irrelevant to your group.

Return this at your earliest convenience to **Fax 306-374-7246.**

Please enclose or attach material that will help me understand your organization better. Brochures, annual reports, web-site addresses or newsletters are especially interesting to me!

### AUDIENCE PROFILE

Approximate size of the audience?

% Males? \_\_\_\_\_ % Females? \_\_\_\_\_

Spouses attending?    Yes        No

Average age of group?

Educational backgrounds?

What occupations are represented? (i.e. mid to upper management)

## *THE EVENT*

What is the THEME of your event?

What is the name and title of the person who will **introduce** me?

What is the name and title of the person who will **thank** me?

Are there any specific points you want me to cover?

Are there any sensitive issues, which should be avoided?

What will be taking place before and after my presentation?

Before-

After-

If there are other speakers on the program, who are they and what are their topics?

What professional speakers have you had in the past?  
Name/year:

What did you especially like or dislike about their presentation

## *THE ORGANIZATION*

Taking into consideration this industry, your specific organization and the people who belong to this group:

What has been happening in the last 6 months?

Major changes?

Recent advances?

Traumatic incidents?

What are some of the current challenges experienced by your industry/organization/people?

What are the top 3 challenges faced by the people who will be in this audience?

What are the 3 most important things I should know about your group?

What jargon should I become familiar with? (acronyms, titles etc)

Who would be considered "heroes" to these audience members? They can be from your organization, industry or profession. Include both name and reason.

What is the difference between people in your organization who are at the high end of the performance scale versus those at the low end? In terms of performance, where is the most room for improvement?

Who are your 3 major competitors?

Please give me the names of 3 people who represent the typical audience member, with whom I can speak with in advance.

Name:

Phone:

Email:

Please mail conference promotional material as it becomes available along with a copy of your annual report, newsletter or association magazine to the address on the front of this copy.

**Thank-you!**

**I am looking forward to this event.**

**If there are any changes just let me know. See you then!**

**Please fax back to (306) 374-7246  
www.arlenejorgenson.com**