



Elizabeth E. George, MA
Keynotes • Seminars • Coaching

Take a Look Inward:
Tell me about your organization

PRE-EVENT QUESTIONNAIRE

This questionnaire is designed to help increase my understanding of your organization so that I can prepare a program that is specifically tailored to you and your group's needs. Remember we are in a conversation where "more is better" so include as much information as you think will be useful including website links, newsletters and other materials. Fax to 403.782.1417

Name of organization: _____

Name of contact person: _____

Contact-person information: _____
Phone Fax e-mail

Organization website: _____

Address: _____
Street address City State/Province zip/postal code

1. THE EVENT ITSELF

Name of the event: _____

Venue: _____
Name of conference center Meeting room(s)

Conference Center Contact: _____
Phone Fax e-mail

Location: _____
Street address City State/Province zip/postal code

Conference dates and times: Start date/time: _____ Ending date/time: _____

2. AUDIENCE ANALYSIS INFORMATION

Singles or Collegiate

Anticipated number of attendees: _____ % Male: _____ % Female: _____ % Divorced: _____

Average age: _____ Age range: _____ Comment: _____

Married Couples

Anticipated number of attendees: _____ % Male: _____ % Female: _____ % Divorced: _____

Average age: _____ Age range: _____ Comment: _____

Business/Professional

Anticipated number of attendees: _____ % Male: _____ % Female: _____ Average age: _____

Types of jobs represented: _____

Names/titles of top attendees: _____

3. THE PROGRAM

What sort of meeting is this (circle all that apply)? Annual meeting • awards • professional development • marriage enrichment • singles retreat • other _____

What is the program theme? _____

The Introducer: _____
Name Title

Starting time for my program: _____ Ending time: _____

What takes place before my program (speaker, meal, workshop)? _____

What takes place immediately after my program (break, another speaker, nothing etc.): _____

What **major results/objectives** you would like to achieve from **your conference**:

What **specific objectives/results** you would like to achieve from **my program**:

Are there any **issues/topics** that you would particularly like me to address?

- 1. _____
- 2. _____
- 3. _____

Are there any **issues/topics** that I should **avoid**?

If there are **other speakers** on the program, who are they and what are their **topic(s)**?

- 1. _____
- 2. _____
- 3. _____

Book (*The Compatibility Code*) sales or distribution

Would you like to pre-purchase books as a gift for each attendee? **Yes • No**

Is it acceptable for Elizabeth to sell books at the back of the room following her presentation? **Yes • No**

Would you like Elizabeth to autograph her books for your group following her presentation? **Yes • No**

4. PROGRAM AMMENITIES, RESOURCES, PROTOCOL

Meals, snacks, beverages:

Which **meals** will be provided to attendees? Breakfast? **Yes • No**; If yes, when? _____

Lunch? **Yes • No**; If yes, when? _____ Dinner? **Yes • No**; If yes, when? _____

Will **snacks/beverages** be provided to attendees? **Yes • No**

Other concerns: If the answer is "yes" to any of the items below, please provide details if necessary:

Will Image Magnification [IMAG] be used? **Yes • No** _____

Will a video crew be on site? **Yes • No** _____
Contact person _____ phone number _____ e-mail _____

Is there a scheduled function (e.g., registration, networking, meal) the prior evening? **Yes • No**

Time _____ Location _____ event _____ appropriate dress _____

5. GENERAL BACKGROUND INFORMATION

What significant has been happening in your organization or industry in the last six months? Major changes? Traumatic incidents? Significant accomplishments?

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

What are the top two challenges faced by people in the audience?

What are the two most important things Elizabeth should know about your group?

When your people depart from this presentation, what ONE thing do you want to be uppermost in their minds?

Please send to Elizabeth via email or fax the following:

- Promotional materials concerning this meeting as they become available
- Agendas/brochures from last year’s meeting if available
- This year’s conference brochure when printed

FAX completed form to: 403.782.1417

