



# PREPROGRAM QUESTIONNAIRE

This form will help me prepare for your event. Please email it back directly to me at [info@daringreen.com](mailto:info@daringreen.com). Do your best on it, and we can fill in any missing pieces on a phone call.

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

## THE PROGRAM

A. What is your program/event theme?

B. What kind of meeting will this be?

C. What is the name and title of the person introducing me?

D. Exact times of my presentation:

E. What events take place immediately before and after my presentation?

F. What is my role in the program?

G. Who are the other speakers on the program, if any?

*Speaker Name—Topic—Day/Time:*

H. What did you specifically like or dislike about the performance of speakers you have used in the past?

I. What ideas or skills do you want your group to retain from my presentation?

J. Are there specific issues I should be sure to address? ...be sure to avoid?

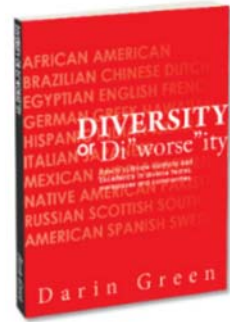
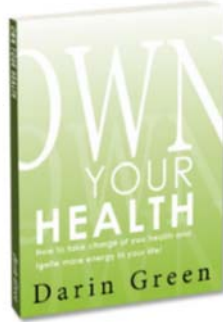
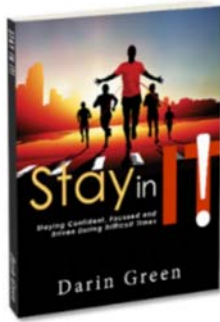
K. Why did you select me as your speaker?

L. What is the appropriate dress for me? (Suit and tie, sports coat/slacks, business casual)

M. To continue the learning after my program, you can purchase one of my books that support my message and program- Stay In It, Own Your Health, Diversity or Di"worse"ity. They are great gifts and learning tools.

### Volume Book Pricing

COPIES	PRICE
1-20	\$14.95
20-50	\$11.95
50-100	\$9.95
100-300	\$7.95
300-500	\$5.95
500+	Call the Office at 866-376-3221.



I'm going to create a fantastic customized program for your event. A program recording for each member of the audience will amplify and reinforce the message and theme of your event throughout the year. Would you like to record and make it available on Mp3 or CD? It is only \$4 per person for the recording rights!

## LOGISTICAL INFORMATION

### I. AIR TRANSPORTATION:

- What is the nearest major airport to the meeting site: \_\_\_\_\_
- Distance in time to the meeting site: \_\_\_\_\_

### II. FOR TRANSPORTATION FROM THE AIRPORT TO THE MEETING SITE, WOULD YOU PREFER:

- To have me take a cab/shuttle? Yes/No    Approximate cost? \_\_\_\_\_
- To set up a car to meet me? Yes/No

### III. IF I HAVE ANY PROBLEMS/EMERGENCIES ON MY WAY TO THE PROGRAM, WHOM SHOULD I CONTACT?

- Name: \_\_\_\_\_
- Business Phone: \_\_\_\_\_ Home Phone: \_\_\_\_\_
- Cell/Digital/Pager: \_\_\_\_\_

#### IV. EXACTLY WHERE IS THE MEETING?

- a. Hotel/Conference Center: \_\_\_\_\_
- b. Address: \_\_\_\_\_
- c. City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_
- d. Telephone: \_\_\_\_\_
- e. Meeting room name/number: \_\_\_\_\_
- f. Key contact at the hotel/conference center: \_\_\_\_\_
- g. If the event is not at a hotel, where am I staying? \_\_\_\_\_

## AUDIENCE ANALYSIS

### I. AUDIENCE

- a. Number attending: \_\_\_\_\_
- b. Number of males: \_\_\_\_\_ females: \_\_\_\_\_
- c. Average age of the group: \_\_\_\_\_
- d. Age range: \_\_\_\_\_ to \_\_\_\_\_
- e. Are spouses invited? Yes/No
- f. Educational background of the audience: \_\_\_\_\_

### II. WHAT ARE THE PRIMARY JOB TITLES OF THOSE IN THE AUDIENCE?

### III. PLEASE DESCRIBE WHAT THESE PEOPLE REALLY DO ON A DAILY BASIS.

### IV. TOWARD WHICH GROUP SHOULD I PRIMARILY DIRECT MY PRESENTATION?

**V. WHAT ARE THE CURRENT “HOT ISSUES” IN THE INDUSTRY, IN THE COMMUNITY?**

**VI. WHAT IS YOUR COMPETITIVE ADVANTAGE? WHY DO PEOPLE DO BUSINESS WITH YOU?**

**VII. DESCRIBE THE CURRENT ATTITUDE AND SPIRIT OF:**

- a. A typical member of your group: \_\_\_\_\_
- b. Your organization/association: \_\_\_\_\_
- c. Your industry: \_\_\_\_\_

**VIII. WHAT ARE THE SUBTLE ERRORS THAT TEND TO BE MADE IN EXECUTING THEIR JOB EACH DAY? PLEASE BE SPECIFIC.**

**IX. WHAT ARE THE SIMPLE DAILY DISCIPLINES THAT THE BEST PERFORMERS PRACTICE? BE SPECIFIC.**

**X. WHAT ARE THE MOST SIGNIFICANT EVENTS THAT HAVE RECENTLY OCCURRED IN YOUR COMPANY/GROUP, INDUSTRY ETC.?**

**XI. WHAT DO YOU WANT THE ATTENDEES TO BELIEVE AFTER THE MEETING IS OVER?**

**XII. IF THIS IS A SALES ORGANIZATION, PLEASE GIVE ME THE CONTACT INFO OF THE TOP TWO SALESPEOPLE.**

## **GENERAL BACKGROUND INFORMATION**

a. What industry is your company/association a part of? If a diverse mix, what are the primary industries?

b. What are the three key things you think I should know about your group?

c. Is there any jargon or common acronyms with which I should be familiar?  
Company/Association slogans?

d. What are the biggest challenges you are currently dealing with? Please be specific.

e. Who is the typical customer your people work with the most?

f. What is the primary product/services that you sell?

g. What must your people “own” to be successful?

Please send me copies of your product/service information and any internal/external newsletters/magazines that might help me get to know the audience better.

Also please give me the names, email addresses and phone numbers of at least three other key people I can call to interview - ideally people who represent the largest portion of the audience.

WEBPAGE ADDRESS IS: \_\_\_\_\_

**Darin Green Productions**

Email: [info@daringgreen.com](mailto:info@daringgreen.com)

Phone: 866-376-3221

Fax: 866-285-3045

[www.daringgreen.com](http://www.daringgreen.com)