

WE NEED YOUR HELP!

This Pre-Program Questionnaire will enable Tom to fine-tune his presentation to the exact needs of your group. Feel free to skip over any answers that would merely duplicate answers to previous questions or that might be irrelevant due to the nature of your program. Your help will increase the value of this program to your audience!

You may copy and paste this questionnaire into your word processing program, or you can select from the following two formats: Pre-Program Questionnaire in [Adobe Acrobat Reader .pdf format](#) (25kb) or [Microsoft Word .doc format](#) (202kb).

Pre-Program Questionnaire

Your Name:

Phone:

Title:

Fax:

Company:

Website:

Best time for Tom McCarthy or Representative to reach you:

I. YOUR PROGRAM

1. What is the meeting theme?
2. What is the specific purpose of this meeting?
3. What type of meeting is it? (annual meeting, awards ceremony, sales kick-off, etc.)
4. Who (if anyone) is on the program just before Tom and what

is their presentation topic?

5. Who (if anyone) is on the program right after Tom and what is their presentation topic?

6. Which company executives and/or industry experts will be speaking at this meeting?

II. THE PRESENTATION

1. What is Tom's role in your program (opening or closing, keynote, breakout, etc.)?

2. What are the exact times for Tom's presentation?

Start Time:

End Time:

* Please send us a copy of the meeting program and agenda so he can see how his program fits in. Thank You!

3. How will most of the audience be dressed?

4. How will the executives be dressed?

5. How should Tom be dressed? (suit and tie; sport coat and open collar shirt; slacks and shirt; other)

6. Who will be introducing Tom to your group?

7. What is most important to you concerning the content of Tom's program? (i.e. use of examples, exercises, handouts, etc.)

8. What is most important to you in the working relationship with Tom?

9. What themes/threads (other than the primary topic of Tom's program) would you like to see woven into the program?

10. When your people leave the program, what three concepts/skills/ideas would you like them to have?

- 1.
- 2.
- 3.

III. THE AUDIENCE

1. Number in the audience: Are spouses invited?
2. Male/Female Percentage: M F
3. Average age of attendees?

IV. BACKGROUND

1. What separates your high-achievers from the others?
2. What are some of the challenges your organization and your people/members face on a day-to-day basis?
3. What areas of challenge pose the greatest opportunity for improvement?
4. What are the most significant events that have occurred, and that have affected, your industry, organization, or group during the past year? (i.e. mergers, downsizing, etc.)
5. What is the primary product or service that you offer?
6. What are the two most important benefits you offer to your customers?
 - A.
 - B.
7. What are two or three achievements of which your organization is most proud?

Name five key people in your group who will be at the program. With your permission, Tom may want to contact them to discover more information about your group.

Name / Telephone #

- 1.
- 2.
- 3.
- 4.
- 5.

V. LEARNING TOOLS

Most audiences want something to help them continue learning after the presentation. What do you prefer?

0. Visit our online store for all of Randy Gage's titles
How do you wish to handle these?
 0. Purchase at quantity discount to distribute to participants at the event.
 0. Offer learning materials to participants for purchase at the event.
 0. Let participants order the materials from **Thomas McCarthy & Associates** after the presentation.

VI. LOGISTICAL INFORMATION

1. Hotel Name & Address

Phone: Fax:

2. Hotel Confirmation Number:
3. Name of meeting room:
4. Into what airport should we schedule Tom's flight?
5. How far is the hotel from the airport?
6. Would you like Randy to notify someone after he arrives at the hotel? If so, whom shall he contact: Phone:
8. Contact at meeting site: Name: Title: Phone: On-site arrival date:
9. Are there any pre-meeting engagements (i.e. breakfast or lunch)? If so, where and when are they scheduled:

You may copy and paste this questionnaire into your word processing program, or you can select from the following two formats. Pre-Program Questionnaire in Adobe Acrobat Reader .PDF format (25kb) or Microsoft Word .doc format (202kb).