

Pre-Event Questionnaire

The purpose of this form is to assist us in customizing your keynote presentation or workshop. The specific information you provide will allow Dr. Posen to gain a deeper understanding of your corporate culture and operations. You may ignore questions that are not relevant to your meeting or do not apply to your organization's particular business model. When complete, please forward the form **no later than 4 weeks prior to your event.** Return to: davidposen@iprimus.ca or fax: 905-844-4540

Meeting Details:

Date:

Time of Presentation – Start:

End:

Location & Venue:

Room Name:

Street Address:

Telephone:

Directions to Venue:

Contact Information

Name of Organization:

Primary Contact – Name & Title:

Telephone: (business)

Cell:

E-Mail Address:

If there will be a different contact person at the meeting, please provide that information here:

Hotel Accommodations for Speaker (if different than meeting location)

Hotel:

Address:

Phone:

Speaker's Hotel Reservation Confirmation #:

Distance from airport:

Ground Transportation

Will speaker be responsible for transport to the meeting site? Y N

OR: Will be met at the airport by a limo service (*please provide details*)

Will be met at the airport by a member of your organization (*please provide details*)

The Audience

Number attending program:

Age Range: Average Age: Ratio of Men to Women:

Is it a mixed group? (e.g. support staff with executives or cultural diversity) Y N

Do they know each other? Y N

Are they comfortable talking with each other? Y N

Job description: Duties, hours, workload, pressures, deadlines, travel, etc.

What problems do they have as a group, or what do people complain about? What keeps them awake at night?

Program Information

Type of meeting: (*annual meeting, awards banquet, management conference*)

Who was your speaker last year?

What is your event or program theme?

What issues should be addressed?

What are your desired results or outcomes from the presentation?

What do you want people to do differently after the program?

When your people depart from this presentation, **what TWO thoughts** do you want to be uppermost in their minds?

Dr Posen enjoys presenting material with valuable messages and strategies blended with a degree of humor. On a scale of "All Content" at one end and "All Humor" at the other end, what balance would you like to see? Do you want it more content driven, or more light and playful, or something in the middle? Where would you like to see the pendulum swing?

Please rate a level of interaction in the same way. If a scale were used of "All Lecture" at one extreme and "All Group Participation & Exercises" at the other, what balance do you prefer?

Please provide the name and title of the person who will introduce Dr. Posen. **Note: an introduction will be provided for your use.**

What takes place immediately before the speaker's program?

What takes place immediately after? (break, lunch, another speaker)

Speaker's role in program (*opening or closing keynote, luncheon speaker, etc.*)

**If there are changes in the agenda or subject matter, please advise us as soon as possible.
Thank you for your time and cooperation.**