

The CPO Institute

Keynote Speaker Terry "TJ" Wisner
Pre-Program Questionnaire

This questionnaire is not meant to burden you or your committee in any way. It will, however, provide me with information that will ensure your audience will receive maximum value from my presentation. When completed, simply fax this survey to us: 810-584-0189.

Company/Organization Name: _____

Please tell me about your audience:

What are the major responsibilities of those in your audience?

Audience Demographics:

Average age _____ Age Range from _____ to _____
Avg. Annual Inc. \$ _____ Range from \$ _____ to \$ _____
Educational background _____
Gender percentages Female % _____ Male % _____
Will spouses/significant others be invited Yes No

Audience Needs:

List three things that "Keep them up all night" (business related):

Why are they attending this meeting/ conference/ convention?

As a group, what are their major strengths?

As a group, what are their weaknesses?

Are there any sensitive issues I need to avoid? If so, what:

Are there any "characters" that most audience members know or recognize? If so, who:

What makes this group unique?

Please tell me about the sponsoring company or organization:

What is the organization's Mission Statement?

Are there any common phrases or tag-lines that are used?

Please list your primary products and services:

Who are your major competitors?

Please list 2 or 3 of your organizations:

Strengths: _____

Weaknesses: _____

Opportunities: _____

Threats: _____

Are there any company or industry legends or heroes that your audience would recognize? If so, who?

How well do your employees/clients/members understand and/or implement the following in their personal and professional lives: (1= very little/ 5=great extent)

Define their own meaning of Prosperity? 1 2 3 4 5

Recognize their Priorities? 1 2 3 4 5

Implement their Plans? 1 2 3 4 5

Value their Partnerships? 1 2 3 4 5

Evaluate their Progress? 1 2 3 4 5

Please tell me about the meeting logistics:

When will the meeting begin? Date: _____ Time: _____

When will the meeting end? Date: _____ Time: _____

When will my presentation start? Date: _____ Time: _____

When will my presentation end? Date: _____ Time: _____

Who is my contact inside your organization?

Name: _____

Phone: _____ eMail: _____

Who is my contact on property (if different)?

Name: _____

Phone: _____ eMail: _____

Where is the meeting being held?

Location Name: _____ Address: _____

Phone: _____ Fax: _____ Website: www. _____

What is the closest airport? _____

What is the distance from the meeting location? _____ miles _____ mins.

What is my hotel (if different from the meeting location)? _____

Distance from meeting location _____

Will someone be meeting me at the airport? Yes No

Who?

Where?

Will someone be returning me to the airport? Yes No

Who?

When?

Please provide a few more details:

What is the meeting theme?

What is the specific reason for this meeting?

What are the top three objectives for my presentation?

1.

2.

3.

Are there any specific messages you would like me to reinforce?

Are there any other outside speakers on the program?

Who?

Topic or expertise:

How will you know my presentation was a hit?

Please forward any printed material (including a detailed agenda) that you feel might help me understand your audience, organization, people, products and services. Such as, but not limited to:

- Annual report
- Advertising and other promotional material
- Printed articles or press releases about your organization
- Newsletters/ magazines
- Employee orientation kit

This information will be handled in the most confidential way. Please keep in mind I would rather have too much information to help me deliver a high value presentation, than not enough.

Please fax this completed document to Lynne at 810-584-0189