



Pre-Program Questionnaire

Speaking/Training Program

This questionnaire is designed to help Natalie prepare the best possible customized presentation for your group. Please complete whatever you can and return it to us no later than ... Thank you!

Name of Group: _____ Date of Presentation: _____

Person completing this form: _____ Title _____

Phone (____) _____ Fax: (____) _____

CELL Phone: _____ Email address: _____

Alternate contact name _____ Phone(s) _____

Authorized Representative for:

Company _____

Address: _____

Logistical Information

Meeting Time: Begin _____ End _____

My Program: Begin _____ End _____

Breakout/or 2nd program: Begin _____ End _____

Meeting Location: _____

Address: _____

City: _____ State: _____ ZIP _____

Name of Nearest Hotel: _____ Telephone : _____

Address: _____ Check-in/out time _____ Fax _____

Corporate rate: _____ Name of person to contact: _____

Alternate Hotel: Hotel: _____ Telephone : _____

Address: _____ Check-in/out time _____ Fax _____

Corporate rate: _____ Name of person to contact: _____

Ground Transportation Arrangements: _____

Name of person (if applicable) picking up _____

Would you prefer that I dress:

In a business suit? _____ business casual? _____ casual? _____ Other? _____

If this presentation is part of a conference, what is the theme, if any? _____

"eNeRGy for Work and Life Success"

53 Winding Way Hillsborough, NJ 08844-1608 Phone: (908) 281-7098 Fax: (908) 281-6277

Natalie Gahrman, MA, PCC, CUCG Leadership Coach, Speaker, Author Email: natalie@theprioritypro.com http://www.theprioritypro.com

Company/Organization Background

What is the mission/philosophy statement of your company/organization?

What are some problems/breakthroughs/challenges currently experienced by your company/industry/people?

What is your organization's major strength? What makes your organization unique? If applicable, what is your organizations major competitive advantage?

If applicable, who are your major competitors? Who are the industry leaders?

What are the most significant events that have occurred in your industry, group, or organization during the past year or so? (mergers, relocations, cutbacks, new product or service, legislation, etc.)

What changes do you anticipate in your organization/industry in the near future?

What are the top challenges faced by people who will be in the audience?

If there is a special program or project you are currently conducting within your organization or department, please briefly describe its name, nature, and any accompanying slogans?

What is unique about your group? (ie: seasonal work flow, special clientele, unusual hours, travel, red-tape, communications...)

Is there anything of significance that this group can be proud of accomplishing as a group?

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Leadership Coach, Speaker, Author
Email: natalie@theprioritypro.com
<http://www.theprioritypro.com>

Presentation

Overall objectives of meeting or conference:

What are your specific objectives for Natalie's session? In other words, what three things would you like the audience to walk away with?

1. _____
2. _____
3. _____

Are there any issues/topics in particular that you think Natalie should discuss during her program? Key issues to avoid (if any)? Are there any subjects, words, phrases or concepts that people are negative about and should be avoided?

Any seeds you would like Natalie to plant?

Language: Please list some in-house or market-specific jargon, phrases, acronyms or other words that might be appropriate for incorporation into this presentation:

Preferred Program Mix: How much ???

% motivating, energizing, inspiring

% how to/Nuts & Bolts, instructional

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Audience Information

How many people will be in the audience? _____ Can you be more specific as to the % breakdown of the audience (males/females, rank within the profession or company, level of sophistication, average age, ranges of age etc.)

_____ f _____ (%) _____ m _____ (%) Age range: _____ Average age _____

General job responsibilities and other pertinent information about attendees

Are there any language or literacy barriers? If so, what percentage?

Will attendees be co- workers, leader/follower, or a mixture? Are they acquainted with each other? Any potential problems, competitive factors, peer pressure, or other dynamics that I should know about?

Would you describe the group as :

- fun- loving
- willing to participate
- serious
- open and cooperative
- self-conscious
- demanding
- high ego strength
- other _____

Top People to recognize in the audience or who people recognize :

Name: _____ Title: _____

Reason: _____

Name: _____ Title: _____

Reason: _____

Please list the names of 2-5 accomplished professionals within the group that Natalie could call to get additional perspective.

Name: _____ Title: _____ Phone #: _____

Name: _____ Title: _____ Phone #: _____

Name: _____ Title: _____ Phone #: _____

Name: _____ Title: _____ Phone #: _____

Name: _____ Title: _____ Phone #: _____

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Other Information

Schedule - What's happening before & after Natalie's presentation?

Will there be other speakers? _____ Topics: _____

Please list past speakers: _____

What did they like about speakers they've heard in the past? What did they not like? Why did you select me?

Future speakers: _____

Introducer - (name & title): _____

How will this program be advertised and participants recruited? Voluntary or mandatory attendance? (Note: Please send a copy of all memos, program announcements, brochures, and other promotional materials relating to this presentation so our presentation will be consistent with your promotion. In addition, any annual reports, a company newsletter/paper/flyer, or any key product brochures would be appreciated, if available.)

Is it possible for one or two guests to sit in on Natalie's program? _____

May Natalie offer her books (or other products and services) for sale following her program? _____ (Note: she will *never* "hard sell".)

Final thought--- what did I not ask that you think I should know?

Thank you very much for helping Natalie to customize her talk for your group!

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