

SANTA BARBARA SPEAKERS BUREAU

email: michael@sbsb.net • web: http://www.sbsb.net

PRE-PROGRAM QUESTIONNAIRE

Please return immediately along with requested materials.

This questionnaire is designed to help us prepare a program specifically suited to the needs of your group. Please take a moment to fully answer all the questions, and return the form to our office. Thank you for your help!

Re: Presenter: Dr. Cherie Carter-Scott

1) The top three challenges faced by the attendees of this conference are:

- a) _____
- b) _____
- c) _____

2) The approximate characteristics of the average member?

- a) Age _____ b) Gender _____
- c) Annual Personal Income _____
- d) Educational Background _____

3) Will there be many people in the audience who don't fit the description of:

4) How many people will be in the audience?



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5) What three things do you think I should know about your conference attendees before addressing them?

1) _____

2) _____

3) _____

6) What professional speakers have you used in the recent past and what was their focus?

1) _____

2) _____

3) _____

7) Please list the names and positions of three people in the organization who are well known and well liked within the group, who will be present at the program, and who we can "pick on" (in fun), if the appropriate situation arises. Most times these names are available for the speaker's research.

1) Name: _____ Position: _____

2) Name: _____ Position: _____

3) Name: _____ Position: _____

8) What are the three most significant events to have occurred in your industry or within your group during the past year?

1) _____

2) _____

3) _____



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- 9) Please share with me any "local color" you can think of relating to the location at which our program will be held (i.e., does the area "roll up it's sidewalks" at night? Are there any interesting facts.

- 10) Please share with me any "industry color" you can think of relating to your organization or industry (i.e., did the organization's president just get arrested? Did a major firm go bankrupt? etc.)

- 11) Specifically, what are you trying to accomplish at this meeting?

a) _____

b) _____

- 12) What are your specific objectives for the session?

a) _____

b) _____

c) _____



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13) Are there any issues/topics in particular that you think we should discuss during the program?

a) _____

b) _____

c) _____

14) Have you any other suggestions to help us make this program your best ever?

15) Program Site: _____ Date: _____

Lodging for Speaker: _____ Confirmation #: _____

Distance from Airport: _____

Purpose (which applies):

Annual, Incentive, Retreat, Convention, Meeting, Special Event, Non-Profit,

Other: _____

Event Format:

Keynote, Seminar, Breakout, Luncheon, After-Dinner

Other: _____



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Theme of Event: _____

Starting Time: _____ Finishing Time: _____

Length of Presentation: _____

Program Topic (s): _____

Special Request: _____

Contact Name at Site: _____

Address: _____

Telephone: _____ Fax: _____

Who will sign the agreement? _____

