

Peter George Pre-Program Questionnaire

Client Information

This questionnaire is designed to help us prepare and deliver a program specifically suited to the needs of your group. Please take a moment to answer all the questions and return the form to our office **no later than 60 days before the event**. Thank you.

Peter George
TouchPoints
917 Warwick Ave.
Warwick, RI 02888
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Fax: 401-467-9359
E-mail: Peter@TouchPointsMatter.com

Your name: _____

Your title: _____

Organization: _____

Address: _____

Telephone: _____ Fax: _____

E-mail address: _____

Presentation date: _____

Presentation location: _____

Presentation title: _____

Presentation length: _____

Other key contacts: _____

Other key contacts: _____

Other key contacts: _____

Other key contacts: _____

Other key contacts: _____

Peter George Pre-Program Questionnaire

Program Details

Meeting date(s): _____

Time frame for Peter's presentation: Start: _____ End: _____ Total length: _____

Meeting location: _____ Tel No: _____

Meeting room: _____

On site contact: _____ Position: _____

City: _____ State: _____ Zip: _____

Name of Peter's introducer: _____ Position: _____

What is the appropriate attire at the program? _____

What takes place just before Peter's presentation? _____

Will there be any breaks during his session? Yes No

If yes: Purpose: _____ Length: _____

What follows Peter's presentation? _____

Are there any additional functions you would like Peter to attend? _____

Are there any other speakers presenting at this meeting? If so:

Name: _____ Topic: _____

Name: _____ Topic: _____

Name: _____ Topic: _____

Name: _____ Topic: _____

Name: _____ Topic: _____

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Program Content

What is the program/meeting theme? _____

What is the purpose of the meeting (training, annual meeting, convention, awards banquet)?

What are the specific objectives for this meeting?

- 1. _____

- 2. _____

- 3. _____

Who were the previous professional speakers used for meetings?

Name: _____ Topic: _____

Name: _____ Topic: _____

Name: _____ Topic: _____

Name: _____ Topic: _____

Name: _____ Topic: _____

Peter George Pre-Program Questionnaire

Program Content

Do you have any creative suggestions to help Peter make this a memorable meeting?

- 1. _____
- 2. _____
- 3. _____

Will alcohol be served before or during the meeting? Yes No

Are there any sensitive topics Peter should avoid?

- 1. _____
- 2. _____
- 3. _____

Will any organization business be conducted before Peter's presentation? Yes No

If yes: _____

In general, your attendees like speakers who: _____

In general, your attendees don't like speakers who: _____

Peter George Pre-Program Questionnaire

Program Content

What do you want the focus of Peter's presentation to be? _____

Are there any specific topics would you like Peter to discuss during his presentation?

1. _____
2. _____
3. _____

Why are these important?

1. _____
2. _____
3. _____

What would you like the participants to do, think, feel after Peter's program?

1. _____
2. _____
3. _____

What is the one thing you would like all of the participants to take from Peter's program?

Peter George Pre-Program Questionnaire

Program Content

What are some common perceptions your attendees have about:

Your customers: _____

Your competitors: _____

Your organization: _____

The marketplace: _____

The economy: _____

Are there any special requests you have of Peter to ensure your meeting objectives are met?

1. _____
2. _____
3. _____

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Audience Profile

Number of attendees: _____ % Female: _____ % Male: _____

Average education: _____

Average age: _____ Age range: _____ Average income range: _____

How are people paid? Salary Commission Bonus Other: _____

Experience level: _____

Will spouses be attending? Yes No

Positions represented by the attendees: _____

What are the correct titles of the attendees? _____

What are their major job responsibilities? _____

Key employees present:

Name: _____ Position: _____

Name: _____ Position: _____

Name: _____ Position: _____

Name: _____ Position: _____

Name: _____ Position: _____

What types of firms will be represented? _____

Are there any association, media or other attendees: _____

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Meeting Logistics

How will the room be set up? Classroom Theater Conference Other: _____

Is audio equipment available on site? Yes No

Is video equipment available on site? Yes No

Is the lighting adequate? Yes No

Is the sound system adequate? Yes No

Is the comfort level of room adequate? Yes No

Is there an event in an adjoining room that may interrupt Peter's presentation? Yes No

Can Peter have access to the meeting room prior to the start of the meeting? Yes No

If yes, at what time? _____

How do you want to handle Peter's travel arrangements?

Air reservations: _____

Hotel: _____

Ground transportation: _____

Will someone be picking Peter up at the airport? Yes No

If yes, who? _____

Will someone be taking Peter back to the airport? Yes No

If yes, who? _____

Other logistics of which Peter should be aware: _____

Peter George Pre-Program Questionnaire

Background

What three things should Peter know about the group before addressing them?

- 1. _____
- 2. _____
- 3. _____

What do your people (audience) deal with most often (Customer profile)?

- 1. _____
- 2. _____
- 3. _____

What areas of their overall work responsibilities/performance could improve the most?

- 1. _____
- 2. _____
- 3. _____

Of the paid professional speakers you have used in the past three years, what did they cover?

- Speaker: _____
- Speaker: _____
- Speaker: _____
- Speaker: _____
- Speaker: _____

What did you and or your group like/dislike about his/her performance?

- _____
- _____
- _____
- _____
- _____

Peter George Pre-Program Questionnaire

Background

What are the most significant events/trends that have occurred in your industry, organization or group during the past year?

- 1. _____
- 2. _____
- 3. _____

What is the current state of your industry and organization?

The industry:

Problems: _____

Challenges: _____

Breakthroughs: _____

Your organization and people:

Problems: _____

Challenges: _____

Breakthroughs: _____

Who are your major competitors?

- 1. _____
- 2. _____
- 3. _____

How does your organization differ from your competitors?

- 1. _____
- 2. _____
- 3. _____

Peter George Pre-Program Questionnaire

Background

What are your major strengths compared to your competitors in general?

- 1. _____
- 2. _____
- 3. _____

What are your major weaknesses compared to your competitors in general?

- 1. _____
- 2. _____
- 3. _____

What are the most common objections that you receive from your customers or prospective customers?

- 1. _____
- 2. _____
- 3. _____

What are some of the unique features of your products/services and or your organization?

- 1. _____
- 2. _____
- 3. _____

Who are your primary customers?

- 1. _____
- 2. _____
- 3. _____

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Background

What are the three most important benefits you offer your customers?

- 1. _____
- 2. _____
- 3. _____

Please list the names and titles 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.

Name: _____ Title: _____

Name: _____ Title: _____

Name: _____ Title: _____

Who are the corporate officers?

CEO: _____

President: _____

CFO: _____

VP Sales: _____

VP Marketing: _____

VP Operations: _____

National sales manager/director: _____

Additional Information: _____

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Please Send Us

- A meeting program or agenda
- Company brochures
- Copies of company advertisements, direct mail pieces
- Copies of articles about the company, industry or key members of management
- An annual report
- Meeting announcements
- An organizational chart
- Policy manual
- Any relevant trade publications
- Recent press releases
- Sample publications
- If the group is under 50, a list of the names of the participants.

People we can contact for more information/research on your organization, group or industry:

Name: _____ Position: _____

Organization: _____ Tel #: _____

Name: _____ Position: _____

Organization: _____ Tel #: _____

Name: _____ Position: _____

Organization: _____ Tel #: _____

Name: _____ Position: _____

Organization: _____ Tel #: _____

Name: _____ Position: _____

Organization: _____ Tel #: _____

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Additional Information

Do you have an in-house newsletter? Yes No

If yes, would you like an article by Peter for an upcoming issue? Yes No

What magazines or publications service your industry?

1. _____

2. _____

3. _____

Will there be table-top exhibits or displays? Yes No

Would you be willing to provide display space for Peter's materials? Yes No

We have discovered that learning materials are valuable tools to ensure the success of any program. Books, tapes, and other learning materials are help guarantee the long term success of your program. Please check the response that best meets your needs.

- I would like to discuss the inclusion of learning materials for our session now.
- I would like to discuss the inclusion now, but make it available only on an individual or co-op purchase basis by the participants at the program.
- I would like to pursue the utilization of materials following the program.
- I am interested in discussing the potential for audio/video recording.
- I do not care to make learning materials available.

