

PRE-PROGRAM QUESTIONNAIRE

W MITCHELL

Mitchell is looking forward to helping you create a successful meeting with impact and long term take home value for your attendees. This questionnaire is designed to help us prepare a customized presentation. Please answer all applicable questions and return to W Mitchell (mail, fax or email) with the items checked in #19. Feel free to use additional pages if necessary.

ORGANIZATION: _____

Day & Date of Presentation: _____

1. What are your specific objectives/results desired for my session?

2. What is the specific purpose and theme of this meeting (annual meeting, awards, etc.)

3. What is the mission/philosophy statement for your company/organization?

3a. Are you announcing any new products, services or other changes at this meeting?

4. What are some current problems/challenges/breakthroughs experienced by your organization or industry?

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

5a. What do you think they have to do to overcome these things?

6. Has the audience's business, industry or job changed in the last 5 years? If so, how?

7. Special jargon/terminology to use? _____

Issues/terms to avoid? _____

8. An executive, manager and/or employee I might contact to get additional perspective:

Name _____ Title _____ Telephone # _____

Name _____ Title _____ Telephone # _____

Name _____ Title _____ Telephone # _____

9. Number of people attending _____

10. Previous speakers used:

Name _____ Topic _____

Name _____ Topic _____

11. What takes place immediately before/after my program (speaker, meal break, etc. If another speaker, please indicate topic)

Before: _____

After: _____

12. Meeting Time: Begin: _____ End: _____

My program: Begin: _____ End: _____

13. Name/title of my introducer: _____

Name and title of senior executives:

Name _____ Title _____

Name _____ Title _____

14. Meeting location:

Address: _____ City: _____

Hotel/Address Tel. No: _____

Closest Airport (# miles from site): _____

15. Top people to recognize in audience:

Name _____ Title _____ Reason _____

Name _____ Title _____ Reason _____

Name _____ Title _____ Reason _____

16. How do I get from airport to site? Limo Co. Name: _____

Other: _____ Phone No.: _____

17. When, where, who and how should Mitchell contact upon arriving at hotel?

18. Emergency Contact? Name: _____

Bus# _____ Home # _____

cell# _____

19. Please send me the following information (if available):

- ___ annual report
- ___ company newsletter/paper/flyer
- ___ key product brochures
- ___ meeting agenda/invitation
- ___ special promotions/campaigns

NOTES: What can you add which might help us do an even better job?
