

# Pre-Program Questionnaire

(Also available in online format at [www.Freibergs.com](http://www.Freibergs.com) *Event Materials*)

Help Jackie Freiberg hit a home run at your meeting by completing the following form.

Please return this Questionnaire by \_\_\_\_\_ to:

**Dr. Jackie Freiberg**  
**4110 Palisades Road**  
**San Diego, CA 92116**  
Telephone 619.624.9691  
Fax 619.624.9695  
E-Mail Kimberly@Freibergs.com

Date of Event: \_\_\_\_\_

Name of Organization or Meeting: \_\_\_\_\_

How did you hear about Jackie? \_\_\_\_\_

Why did you choose her for this event? \_\_\_\_\_

*Note: If the audience members are not a part of your organization, please answer the following questions from the viewpoint of the audience.*

## A. About Your Program

1. What type of meeting is it?  
 Annual meeting  
 Quarterly meeting  
 Award/recognition event  
 Other \_\_\_\_\_

What is your specific objective for the **overall meeting**? \_\_\_\_\_

What is the theme of your conference or meeting? \_\_\_\_\_

2. What are your **specific** objectives for Jackie's session (i.e., what would you like the audience to walk away with)?

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_

3. What speakers has your audience heard in the past?

Name \_\_\_\_\_ Topic \_\_\_\_\_

Name \_\_\_\_\_ Topic \_\_\_\_\_

Name \_\_\_\_\_ Topic \_\_\_\_\_

4. What have you appreciated about speakers you heard in the past?  


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5. What have you disliked about speakers you heard in the past?  


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***B. About Your Industry & Organization***

6. What major products and/or services does your organization provide?  


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7. What clients or customers do you serve?  


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8. Who are your major competitors or threats?  


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9. What major changes or challenges face your industry and organization?  


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***C. About Your Audience***

10. How many people will be attending Jackie's presentation? \_\_\_\_\_
11. What is the **percentage** of men & women in the audience?  
Men\_\_\_\_% Women\_\_\_\_%
12. What is the average age of the audience? \_\_\_\_\_ Age range? \_\_\_\_\_
13. The majority of the audience will have how many years of experience in the industry? \_\_\_\_\_
14. What are the major responsibilities of audience members? \_\_\_\_\_  


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15. Jackie would like to have a 20-30 minute research phone call in preparation for this event. Who would be the most informed person for this call?

**Name** \_\_\_\_\_ Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Phone number \_\_\_\_\_ Fax number \_\_\_\_\_  
E-mail address \_\_\_\_\_

16. In addition, please identify three *movers and shakers* in your organization who will be in the audience. With your permission, Jackie would like to send them three to five questions for research and customizing information.

**Name** \_\_\_\_\_  
Organization \_\_\_\_\_  
E-mail address \_\_\_\_\_

**Name** \_\_\_\_\_  
Organization \_\_\_\_\_  
E-mail address \_\_\_\_\_

**Name** \_\_\_\_\_  
Organization \_\_\_\_\_  
E-mail address \_\_\_\_\_

#### ***D. Logistics & Schedule***

17. What takes place immediately before Jackie's program? \_\_\_\_\_

18. Starting time: Entire program \_\_\_\_\_  
Jackie's presentation \_\_\_\_\_

19. Ending time: Entire program \_\_\_\_\_  
Jackie's presentation \_\_\_\_\_

20. What takes place immediately **after** Jackie's program? \_\_\_\_\_

*Please provide an agenda for the day Jackie speaks & for the overall program.*

21. Person introducing Jackie \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_

22. Person responsible for a/v set up \_\_\_\_\_ Phone \_\_\_\_\_

23. Will an AV technician be on-site? \_\_\_\_\_

If so, please provide:

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail address \_\_\_\_\_

24. When will the meeting room & AV tech be available for Jackie's AV check?  
Date \_\_\_\_\_ Time \_\_\_\_\_

***E. Recording & Taping***

Audio or video recording of the presentation in part or whole for anything other than archival use is not a part of our agreement. Should such a program reproduction and usage be desired, we will be pleased to provide a separate quotation.

If you are audio or video recording for archival purposes, please provide us with a digital master copy of the tape within 14 days after your event.

25. Will the program be:
- |                                      |   |
|--------------------------------------|---|
| <input type="checkbox"/> Audio taped | <input type="checkbox"/> Taped to sell        |
| <input type="checkbox"/> Video taped | <input type="checkbox"/> Strictly for archive |
- If taped, by whom? \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
E-mail address \_\_\_\_\_

***F. Taking the message home!***

Jackie requests a banquet table just outside the meeting room where she can offer learning resources, products, and a free handout. Attendees love taking an experience of the message home with them.

Jackie **DOES NOT** sell anything from the podium (*we hate that stuff*).

26. Person responsible for room set-up \_\_\_\_\_  
Phone \_\_\_\_\_

***G. Travel Information***

27. Where will the event be held?  
Location: \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_  
Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
Meeting Room \_\_\_\_\_

28. Nearest major airport to arrive at? \_\_\_\_\_  
Distance to the meeting site in terms of **miles?** \_\_\_\_\_ **Time?** \_\_\_\_\_

29. Where have you reserved a room for Jackie? (non-smoking room, king-size bed)  
 Hotel: \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_  
 Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Reservation confirmation number \_\_\_\_\_
30. For transportation between the airport and meeting site, Jackie requests a sedan and driver. Please make these arrangements and send us:  
 Name of Company \_\_\_\_\_  
 Contact Information (800#) \_\_\_\_\_  
 Where will Jackie be met? \_\_\_\_\_  
 Pickup location for return to airport \_\_\_\_\_  
 Time of pickup \_\_\_\_\_  
 Confirmation number:  
     Inbound trip \_\_\_\_\_  
     Outbound trip \_\_\_\_\_
31. In case of an emergency, who should Jackie contact? \_\_\_\_\_  
 Business Phone: \_\_\_\_\_  
 Home Phone: \_\_\_\_\_  
 Cellular Phone: \_\_\_\_\_  
 Pager: \_\_\_\_\_

**This form was completed by:**

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, ZIP \_\_\_\_\_  
 Tel # \_\_\_\_\_  
 Fax # \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Web site \_\_\_\_\_

## ***H. Research Documents Requested***

To get more in touch with your audience, Jackie would appreciate any information to better know your industry, association or organization. Please send all the following which are available:

- Program materials; event or conference agenda
- Mission, vision, values, philosophy statement
- 1-2 trade journals or magazines
- 1-2 recent newsletters
- Service or product brochures