

# Pre-Program Questionnaire

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

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

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

**Dr. Kevin 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 Kevin? \_\_\_\_\_

Why did you choose him 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?
- |  |  |
|--|--|
| <input type="checkbox"/> Annual meeting    | <input type="checkbox"/> Award/recognition event |
| <input type="checkbox"/> Quarterly meeting | <input type="checkbox"/> Other _____             |

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

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

2. What is Kevin's role at the meeting?
- |  |   |
|--|---|
| <input type="checkbox"/> Opening keynote | <input type="checkbox"/> Luncheon speaker |
| <input type="checkbox"/> Closing keynote | <input type="checkbox"/> Other _____      |

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

A. \_\_\_\_\_  
B. \_\_\_\_\_  
C. \_\_\_\_\_

## B. About Your Industry & Organization

4. What major products and/or services does your organization provide?
- \_\_\_\_\_  
\_\_\_\_\_

5. What clients or customers do you serve?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
6. Who are your major competitors or threats?  
 \_\_\_\_\_  
 \_\_\_\_\_
7. What major changes or challenges face your industry and organization?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
8. What successes or breakthroughs has your organization had recently?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

***C. About Your Audience***

9. How many people will be attending Kevin's presentation? \_\_\_\_\_
10. What is the **percentage** of men & women in the audience? Men\_\_\_ Women \_\_\_\_\_
11. What are the major responsibilities of audience members? \_\_\_\_\_  
 \_\_\_\_\_
12. Who are the other professional speakers, industry experts, or company executives on the program?  
 Name \_\_\_\_\_ Topic \_\_\_\_\_  
 Name \_\_\_\_\_ Topic \_\_\_\_\_  
 Name \_\_\_\_\_ Topic \_\_\_\_\_
13. Please identify three *movers and shakers* in your organization—people who know the objectives for your meeting and who will be in the audience. With your permission, Kevin 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 \_\_\_\_\_



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

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

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

24. Person responsible for room set up \_\_\_\_\_  
Phone \_\_\_\_\_

***G. Travel Information***

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

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

27. Where have you reserved a room for Kevin? (non-smoking room/king-size bed)  
Hotel: \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_  
Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
Reservation confirmation number \_\_\_\_\_

28. For transportation between the airport and meeting site, Kevin requests a sedan and driver. Please make these arrangements and send us:  
Name of Company \_\_\_\_\_  
Contact Information (800#) \_\_\_\_\_  
Where will Kevin be met? \_\_\_\_\_  
Pickup location for return to airport \_\_\_\_\_  
Time of pickup: \_\_\_\_\_  
Confirmation number:  
    Inbound trip \_\_\_\_\_  
    Outbound trip \_\_\_\_\_

29. In case of an emergency, who should Kevin 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, Kevin 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