



Pre-Program Questionnaire

Business/Organization _____

Meeting Date _____ Program Coordinator _____

This questionnaire is designed to help Lois personalize your program. Please take a few minutes and complete this form to discuss during our telephone appointment.

Audience Profile

Number Expected _____ % males _____ % females _____

Make-up of the audience: management ___ staff ___ hourly employees ___ other _____

Spouses will ___ or will not ___ be in the audience.

Should the message be targeted more to one group than another? If yes, who, and why?

What percentage entertainment vs. high content techniques and strategies?

What is the life of the audience on a day-to-day basis? (in-office, field, long hours, etc.)

What are the frustrations and stresses they have in their lives, company or industry?

What are the sensitive issues? Are there topics or subjects not to be mentioned?

What are employee concerns or fears? (Please be honest, this is confidential information.)

Anything humorous Lois should know about?



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1. Do you have three key points you want stressed in Lois' talk?

a) _____

b) _____

c) _____

2. What are the most important changes happening in your company and industry?

3. What keeps senior management awake at night? _____

4. What are two of the biggest challenges facing your organization? _____

5. What are you particularly proud of as an organization or association? _____

6. Any industry jargon or buzz words Lois should be aware of? _____

7. Is there a slogan or philosophy that is commonly used in your association/company?

8. What would you like to accomplish by Lois speaking for your group?

9. Three people in your organization for Lois to interview (name/phone number/e-mail)
