



THE FRIEDMAN GROUP
Inbound and Social Media Marketing

Pre-Program Questionnaire - Brad Friedman

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Who will be in Attendance?

Total Number:

Male/Female Ratio:

Approx Ages:

Education Background:

Job Titles:

Names & Positions of Top management People:

What is the theme of your conference/meeting?

What is the mission/philosophy statement for your company?

Mission:

Values:

Vision:

Brand Promise:

Briefly describe your products and services:

Who is your typical customer?

What differentiates your company from others in your customers minds?

What is the #1 thing you want your group to do better or view differently?

What negative subjects, words, phrases or concepts do I need to avoid?

Regarding other speaker programs your people attended, what have they:

a: Liked least?

b: Liked best?



What are the three top challenges faced by your attendees?

a:

b:

c:

What three specific things I should know regarding the attendees?

a:

b:

c:

Name three specific events your company experienced in the past year?

a:

b:

c:

Name three actions your people are doing well you want to emphasize?

a:

b:

c:



**Specifically, what “local color” should I use in my presentation?
Such as: A new Company policy, an in-house buzzword, poor food,
a local drinking place, a funny person, a broken piece of equipment,
local weather, or achievement of a top official in your organization?**

**Do you have any other ideas that might help me make this the most
meaningful and worthwhile presentation your people have participated in?**

What is the name of this meeting/conference and its main objective?

What are the top two objectives for my presentation:

a:

b:



Schedule – what is happening before and after my presentation?

Please list past speakers:

NOTE: Please send a copy of all memos, program announcements, brochures, and other promotional materials relating to this meeting so this presentation will be consistent with your promotion.

In addition, any annual reports, a copy of your newsletter/paper/flyer, or any key product brochures would be appreciated if available.

Thank you very much!

Name of person completeing this form:

Phone:

Email:

