



BRADFRIEDMAN

@BradFriedman / @TheFriedmanGroup



PRE-PROGRAM QUESTIONNAIRE

Thank you for completing this form!

Your Name:

Your Phone Number:

Your Email:

AUDIENCE

Who will be in attendance?

Total Number of Attendees:

Male/Female Ratio:

Approximate Ages:

Education Background:

Job Titles:

Top Management People (Names and Positions):

Are there specific things I should know regarding the attendees?

- 1.
- 2.
- 3.

What are the top three challenges faced by your attendees?

- 1.
- 2.
- 3.

COMPANY

Tell me about your company's:

Mission Statement:

Values:

Vision:

Brand Promise:



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COMPANY *continued*

Briefly describe your products/services:

Who is your typical customer?

What differentiates your company from your competitors in your customers' minds?

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

- 1.
- 2.
- 3.

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

- 1.
- 2.
- 3.

CONTENT

What is your conference/meeting's:

Name:

Theme:

Main Objective:

What are the top two objectives for my presentation?

- 1.
- 2.

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

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



CONTEXT

What is the schedule before and after my presentation?

Please list past speakers:

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

Like least:

Like best:

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

Specifically, what “local color” should I use in my presentation? Examples: 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 a recent achievement of someone in your organization.

NOTE: Please send a copy of all memos, program announcements, brochures, and other promotional materials relating to this event so that my presentation will be consistent with your promotion. In addition, any annual reports, a copy of your newsletter, recent papers/flyers, or any key product brochures would be appreciated if available. Thank you very much!

