



Pre-Program Questionnaire

Fran Berman tailors her program for each audience. You'll help Fran raise the level of success of your event by taking a few minutes to complete this questionnaire, and fax it back. Use additional pages, if you need. Please call to discuss any issues with Fran. Thank you for your valuable input and your time!

Name: _____ Title: _____ Phone: _____

Company: _____ E-mail: _____ Web Site: _____

Name of group: _____

I. AUDIENCE/ORGANIZATION PROFILE

1. Estimated # of attendees: _____ Females:___% Males:___% Will spouses attend? Yes No
2. Average education: _____ Age range: _____ Managers:___%
3. Experience level: _____
4. Attendees' titles: _____
5. Please describe the most important thing Fran should know about the group: _____
6. List three (3) leaders in your organization with experience in this topic whom Fran should interview?

Name: _____	Tel#: _____	E-mail: _____
Name: _____	Tel#: _____	E-mail: _____
Name: _____	Tel#: _____	E-mail: _____

II. MEETING GOALS & PROFESSIONAL CONCERNS

7. What is your organization's mission, purpose, or philosophy?
8. Please state the purpose and/or theme of this meeting.
9. What are the major goals for this meeting?
10. What are you particularly proud of as an organization or industry?
11. What changes in your industry, relative to this topic, are affecting meeting attendees?





FutureFocus

Change ♦ Technology ♦ Productivity

Pre-Program Questionnaire

Fran Berman, MBA

Speaker ♦ Author

12. What are the biggest challenges facing:
 - (a) Your industry?
 - (b) Your organization?
 - (c) Your attendees?
13. What will happen...:
 - (a) ...before Fran speaks?
 - (b) ...after Fran speaks?
14. What buzzwords, acronyms, or industry jargon should Fran know?
15. Explain any taboo topics, issues, or items for Fran to avoid.

III. APPROACH TO THE PROGRAM

16. What main concept(s) or “how-to(s)” do you want attendees to get as a result of Fran’s program?
17. How do you want the attendees to feel or act after hearing Fran?
18. Please describe below one experience you have had with this topic that is either the:
 Funniest Worst Strangest
19. How will you evaluate the success of Fran’s program?
20. What speakers have you hired in the past whom the audience particularly liked? Why?
21. What speakers have you hired in the past whom the audience particularly disliked? Why?
22. What else does Fran need to know to be able to present the best program for your organization?

