

Laura Stack Preprogram Questionnaire

Please take a moment to complete this survey. Your answers will help me tailor my presentation to your group. Thank you!

I. THE EVENT

Name of group/organization: _____

Date/Time: _____

Location: _____

Event/occasion/purpose of the meeting: _____

Do you have a theme? _____

Attire for women in attendance: ___ Cocktail ___ Business ___ Business casual ___ Casual

II. LOGISTICS

Closest airport: _____

Estimated travel time from airport to hotel/presentation site is: _____

If you have a room block for this event, please book & confirm hotel room (non-smoking w/king or queen bed), reserved for late arrival and billed to your master account number. If the event is at a facility other than the sleeping hotel, our office will make hotel reservations.

Hotel name (room block only): _____

Address: _____

Phone: _____ Dates: _____

Confirmation # _____

-OR-

Meeting location (please include directions): _____

Street Address: _____

Telephone: _____

In case of emergency, who is the on-site contact within 24 hours of the event?

What time would you like Laura to meet you to set up? _____

Specifically, where should she meet you (lobby, room #, registration desk, guard gate, etc.)? _____

Will you be serving breakfast and/or lunch? _____

May a guest sit in on this program? _____

Laura's books/learning resources:

- We are interested in pre-purchasing a book for each person.
- We would like you to ship books to have available on-site for individual purchase.
- We don't want to offer any books at all; participants can order one if interested.

Will an LCD projector and screen be available on-site? _____

Will a wireless lavalier be available on site? _____

III. MY PROGRAM

Introducer (name, title, phone): _____

What other speakers have you had recently? _____

What will happen before and after Laura’s presentation? _____

Why did you choose this topic? _____

If you were the one presenting this program, what’s one message you’d be sure to deliver? _____

What action would you like people to take after this session? _____

III. MY AUDIENCE

Number attending: _____ Male % _____ Female % _____ Age Distribution: _____

How well will participants know each other? _____

Who will attend? Supervisors, Managers, Executives, Line Staff, Professional Staff?

Briefly, what is the nature of the work performed by the group? _____

How does this group make a unique contribution to America/society that the rest of us need? _____

What do participants think or know about this topic? _____

Please list a few job situations/duties/issues that can cause stress to my audience as they do their work or in this industry:

- 1. _____
- 2. _____
- 3. _____

What are some of the things that customers or coworkers say or do that may be irritating or cause stress at work:

- 1. _____
- 2. _____
- 3. _____

IV. YOUR ORGANIZATION/INDUSTRY

What is your website? _____

Who are your main competitors? _____

What is the mission/philosophy statement of your company/organization? _____

What changes have taken place in your organization/industry in the last few years and what changes do you anticipate in the near future?

What are some of the "inside" jokes? What are some things I should definitely NOT talk about or poke fun at? _____

What is unique about your group? (i.e., unusual hours, travel, red-tape, etc.)

Please list any specific in-house language, jargon, projects, phrases/sayings, in-house buzz words, acronyms, or words applicable to your group that might be incorporated into the presentation: _____

For ideas on issues and content, please provide the names and phone numbers of three people who will be attending the conference/meeting:

1. _____
2. _____
3. _____

How may I get in touch with the CEO/President/Executive Director of your organization? _____

PLEASE SEND ME A MEETING AGENDA AS SOON AS POSSIBLE!

Completed by: _____ on _____