

PRE-PROGRAM QUESTIONNAIRE



Rick Segel & Associates

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(781)272-9995
(800) 847-9411 Fax

This questionnaire is designed to assist us in preparing a customized program for your organization. Please answer all applicable questions as thoroughly as possible and return to us at the above address no later than _____ with the items requested on number 18.

1. Name of organization _____
2. Date of presentation _____
3. Composition of audience _____
4. Number expected to attend _____
5. Length of presentation _____
6. What is the theme of the meeting? _____

7. What are the specific objectives/results desired from our program? _____

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

9. What are some of the current problems/challenges/breakthroughs experienced by your industry?

10. Are there any sensitive issues or terms to avoid? _____

11. Meeting Time: Begin _____ End _____

12. Meeting Location: Site _____
Address _____
Distance from Airport to Hotel _____ Distance from Hotel to Site _____
Recommended Mode of Transportation from Airport to Hotel _____
Recommended Mode of Transportation from Hotel to Meeting Site _____

13. What takes place immediately before/after our program (meal, break, etc., if another speaker, please indicate topic)?

Before _____

After _____

(Please note: I like to arrive an hour early to each program to view the room and set up as well as personally introduce myself to attendees as they arrive.)

14. If problems/emergencies arise on the way to the program, whom should we contact?

Name _____

Business Telephone # _____ Home Telephone # _____

15. Name and telephone number of general manager, employees, and/or associates we can contact to get additional information:

Name _____ Telephone # _____

Name _____ Telephone # _____

Name _____ Telephone # _____

16. Previous consultants and/or programs used:

Name _____

Program _____

Name _____

Program _____

17. Name and telephone number of people you would like to refer to Rick Segel &

Associates:

Name _____ Telephone # _____

Name _____ Telephone # _____

Name _____ Telephone # _____

18. Please send us the following information (if available):

_____ Meeting agenda/information

_____ Company newsletter/paper/flyer

_____ Special promotions/campaigns

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