



Kevin Sweeney

Keynotes – Workshops
Training – Facilitation

Preprogram Questionnaire

Kevin will be presenting to your organization and he needs your help!! He would like to specifically meet your needs with his presentation. Would you take a few moments to give us the answers we need?

Please fill in the answers to the question below to the best of your knowledge. Please make every effort to answer all the questions. If a question does not apply, please mark the question "N/A".

Also, please send us any information on your group that may help us to best address your needs (e.g., corporate reports, news publications, etc.)

Return this questionnaire via email or regular mail to:

Kevin@SweeneySpeaks.com

or

Kevin Sweeney
Kevin Sweeney Speakers
100 Clear Lake Court
Southlake, Texas 76092



Kevin Sweeney

Preprogram Questionnaire

Your Name: _____

Your Title: _____

Organization: _____

Address: _____

Telephone: _____

Email: _____

Presentation Title: _____

Date: _____

Site Location: _____

Site Address: _____ **Phone:** _____

Location within the site: _____

Airport to use: _____

Hotel to use: _____

How will Kevin be transported from the airport to the site?

Taxi: ___ **Rental Car:** ___ **Individual Pickup:** ___

Pickup Person's Name: _____ **Phone:** _____

If an emergency occurs on the way to the site, who would be an alternative contact if you are unavailable?

Name: _____ **Phone:** _____



Kevin Sweeney

Preprogram Questionnaire

Presentation Start Time: _____ **End Time:** _____

Any Breaks? When?: _____

Conference/Event Theme: _____

Appropriate Dress Code: _____

Introducer: _____ **Phone Number:** _____

What happens just prior to Kevin: _____

What happens just after Kevin: _____

Will Kevin's presentation be taped?

Audio Only: ___ **One Camera Video:** ___ **Two Camera Video:** ___ **No Taping:** ___

Will there be a projector for a CD or do we need to pass out handouts?

What type of audio equipment will be available? _____

How will the room be set up? _____



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Specific Purpose of this Event (e.g., awards banquet, annual meeting, etc):

Specific Objective of this Event: _____

Specific Objective of Kevin's Presentation: _____

Sensitive Issues that Should Be Avoided: _____



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Preprogram Questionnaire

Other Speakers on the Program

Speaker: _____ Topic: _____

Speaker: _____ Topic: _____

Speaker: _____ Topic: _____

Speaker: _____ Topic: _____

Speaker: _____ Topic: _____

What speakers have you used in the past who covered topics related to or similar to the material Kevin will be presenting?

What did you like and/or dislike? _____

What would make Kevin's presentation meaningful for your group? _____

What is the key business driver for your organization? _____

What is everybody talking about at the water cooler? _____



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Preprogram Questionnaire

Estimated Attendees: _____ **Percentage Male:** _____ **Female:** _____

Will spouses attend? _____ **Average Age:** _____

Typical Educational Background: _____

Typical Individual/Job Responsibilities: _____

Typical Individual/Job Problems: _____

Typical Individual/Job Challenges: _____

Typical Individual/Job Breakthroughs: _____

What separates your high-performance people from the others? _____



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Preprogram Questionnaire

Typical Industry Problems: _____

Typical Industry Challenges: _____

Typical Industry Breakthroughs: _____

What are the most significant changes that have occurred in your industry in the last 3 years? What has been the impact of these changes on your organization?



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Preprogram Questionnaire

Typical Organization Problems: _____

Typical Organization Challenges: _____

Typical Organization Breakthroughs: _____

Significant organizational events (e.g., re-organizations, mergers, relocations)?



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What in your business would be the equivalent of losing an engine?

What type of procedures manuals do you use in your business?

What things in your business might you joke about as being "minor details", while, in fact, they are really major details?

What in your business would be the equivalent of having a fire light come on in an airplane?



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What three facts should I know about your group before addressing them?

1: _____

2: _____

3: _____

What important trends do you see occurring in your industry within the next few years?

What is your organization doing to prepare for these new trends?

Please provide the names and titles of some of the key individuals in your organization

Name: _____ **Title:** _____

Name: _____ **Title:** _____

Name: _____ **Title:** _____

Name: _____ **Title:** _____

Name: _____ **Title:** _____