

## Preprogram Questionnaire Kevin Sweeney Speakers

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 sure you fill in the answers to all the questions.

Also please send us any information on your group that may help: corporate report, news publication, etc.

Return this questionnaire via email or regular mail to:

[Kevin@SweeneySpeaks.com](mailto:Kevin@SweeneySpeaks.com)

or

Kevin Sweeney  
Kevin Sweeney Speakers  
100 Clear Lake Court  
Southlake, TX 76092-7304

Your Name:

\_\_\_\_\_

Your Title:

\_\_\_\_\_

Organization:

\_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

### Logistics Information

Appropriate dress code for the presentation?

\_\_\_\_\_

Location of presentation, venue name:

\_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Location at the site: \_\_\_\_\_

Airport to arrive at: \_\_\_\_\_

Hotel requirements:

\_\_\_\_\_

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

Taxi \_\_\_\_\_ Car rental \_\_\_\_\_

Pickup person: \_\_\_\_\_ 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: \_\_\_\_\_



### **Organization Information**

#### **TELL US ABOUT YOUR ORGANIZATION**

Organization web site: \_\_\_\_\_

Recent Successes:

\_\_\_\_\_  
\_\_\_\_\_

Main Competitors?

\_\_\_\_\_  
\_\_\_\_\_

Challenges?

\_\_\_\_\_  
\_\_\_\_\_

Breakthroughs?

\_\_\_\_\_

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Significant events (re-organizations, mergers, relocations)?

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

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What are your key business drivers?

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What is everybody talking about at the water cooler recently?

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Any organization/industry slang that would make me 'in the know'?

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

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

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

Name: _____	Title: _____
_____	_____
_____	_____
_____	_____

Conference Information

Conference theme?

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Specific purpose of this meeting (annual meeting, kickoff mtg., awards banquet, etc.)

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Specific objectives for this meeting?

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Your specific objectives for Kevin's presentation?

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Kevin's Presentation Title:

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Date: \_\_\_\_\_

Start time: \_\_\_\_\_ End time: \_\_\_\_\_

Introducer's name: \_\_\_\_\_ Phone number: \_\_\_\_\_

What happens just prior to when Kevin speaks?

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What happens just after Kevin speaks?

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AV Requirements

Kevin's Computer \_\_\_\_\_ USB stick to load on client computer \_\_\_\_\_

LCD hookup with sound for Computer \_\_\_\_\_ Lavalier Microphone \_\_\_\_\_

Two plain chairs on stage \_\_\_\_\_

Following the presentation delivery Kevin makes his books available for sale to the audience. Do you have any specific procedures you would like followed for this process?

\_\_\_\_\_

Other speakers on the program?

Speaker: \_\_\_\_\_ Topic: \_\_\_\_\_

Speaker: \_\_\_\_\_ Topic: \_\_\_\_\_

Speaker: \_\_\_\_\_ Topic: \_\_\_\_\_

Speaker: \_\_\_\_\_ Topic: \_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Will Kevin's presentation be taped? \_\_\_\_\_

**Audience Information**

Number attending: \_\_\_\_\_ Percentage of male to female: \_\_\_\_\_

Spouses coming: \_\_\_\_\_ Average age: \_\_\_\_\_

Educational background: \_\_\_\_\_

Major job responsibilities of the audience: \_\_\_\_\_

\_\_\_\_\_

What separates your high-performance people from the others?

\_\_\_\_\_  
\_\_\_\_\_

**THANK YOU!!**