

PREPROGRAM QUESTIONNAIRE
FOR
ANDY HICKMAN, CSP

This questionnaire is designed to increase the value of the program for your people. Please take a moment to fully answer all applicable questions. All of your answers will remain confidential. Once completed, please fax back to 903-882-8910 or email to andy@andyhickman.com Thank you!

Name & Address of organization: _____

Name of Contact Person: _____ Phone: _____

Website _____ Email _____

Specific program location, (please include phone number, city, state, hotel and meeting room.)

Date & Time of program: _____

(Please let your contact at the venue know that the average set up time is one hour before your people occupy the room.)

What is the purpose of the meeting? _____

Is there a theme for the meeting? _____

How many people will be in the audience? _____

% Female _____ % Male _____ Age Range _____

Are any of the audience members physically challenged? If so, in what way? _____

Spouses attending? _____

Typical educational background _____

Attendees job titles _____

Major job responsibilities _____

Do attendees know one another? If so, how well? _____

How will they be dressed? _____

Who is on the program just before Andy speaks and what is their topic?_____

What is most important to you concerning the content of the presentation?_____

When your people leave the presentation, what concepts/ideas/skills would you like them to have?_____

Using percentages, what is the ideal mix of Entertainment and Content?

Entertainment_____ Content_____

Is there anything on Andy's demos that you would prefer that he do or not do?_____

What themes or ideas would you like to see woven into the presentation?_____

What would make Andy's presentation really "special" for your people?_____

Is there anything else about the audience, your corporation/association or your industry that would help Andy in his preparation?_____

List the names, titles, and phone numbers of attendees that Andy can call to get additional input:_____

ADDITIONAL INFORMATION: (Please send us the following as soon as possible.)

- An agenda for the entire convention/meeting
- Your printed materials announcing the event
- Your most current annual report and newsletter
- An organizational chart
- An alphabetical list of attendees
- An exhibitors list (if there is a trade show)
- A brochure describing the hotel or meeting venue

YOURSELF:

What is your name? _____ Position _____

What is most challenging for you at your job? (Besides having to fill out forms like this one!)

What is most exciting to you about working for your company/association? _____

What is your vision for the future of your company/association? _____

To what other organizations or associations do you belong?

When would be a good time to call you so that we can discuss the contents of this questionnaire?

THANK YOU for your help! Your willingness to provide this information will assure that

Andy's presentation will be right "on-target" for your people!