

Kerry Robertson Meeting Questionnaire

This questionnaire is designed to help Kerry Robertson craft and deliver a dynamic presentation specifically suited to the needs of your group. Please take some time to answer the following questions and return it along with the items requested on question #20. The more details you give, the better Kerry will be able to customize this program. Thank you!

1. What specific objectives / results are desired from Kerry's presentation?
2. Length of presentation?
3. What is the theme of your meeting?
4. How many people will be in the audience?
5. Please provide the following information about the audience:
 - Average age range
 - Average education level
 - Average personal income levels
 - Percent male / female
 - Percent new hires
 - Veteran employees
6. What other key people will be in the audience?
7. Kerry likes to be able to use any local catch phrases or expressions that are unique to this group. What are some of yours?
8. Please provide us with the names and phone numbers of three key audience members Kerry can contact to get an additional perspective.
9. What are your objectives for this meeting?
10. What is your organization's mission statement?
11. What are the current concerns/problems/challenges facing your organization?
12. What are the unique features of your organization/industry? Competitors?
13. What sensitive areas should be avoided?
14. What will be taking place immediately before/after Kerry's presentation?
15. Who has presented programs for your organization in the past and what did the programs cover? (just a few examples will be helpful)
16. Who can be contacted in case of an emergency or problem immediately prior to the event?
17. Who should Kerry contact upon arrival at her hotel?
18. What is appropriate attire for Kerry at your meeting?
19. What else should Kerry know about your organization that would make this program more meaningful?
20. Please provide the following: Printed material that has been distributed to the audience in order to determine their levels of expectation for this meeting (newsletters, meeting agenda, programs, etc).