



Keynote Speech Pre-Program Questionnaire

Thank you for your help! In order for Liz to personalize your program, she needs to know a little more about your group. Please feel free to "cut 'n paste" these questions into your e-mail and return it to liz@wbsllc.com

Pre-Program Questionnaire

Name: _____ Phone: _____
Title: _____
Company: _____ E-mail: _____

Please indicate the best time for us to contact you with any follow-up questions:

1. What is the purpose & theme of the program/meeting?
2. Anticipated number in the audience:
3. Are spouses/significant others invited?
4. Male/Female Percentage Estimate:
5. Average Age Group/Range:
6. What is the mood of the attendees in general and specifically toward the program/meeting?
7. What are the times for the event and specifically Liz's presentation?
Entire Event Start Date/Time: _____ Event End Date/Time: _____
Liz's Date & Start Time: _____ Liz's Date & End Time: _____
8. Who will be introducing Liz to your group? (Please provide phone/e-mail)

9. What is your organization's mission statement?
10. What themes (beyond the topic itself) would you like to see woven into Liz's presentation?
11. What are your objectives for this meeting? When your people leave the program, what ideas and actions would you like them to take away and act upon?
 - 1).
 - 2).
 - 3).
12. What are some of the greatest challenges your organization and your people:
 - a. face on a day-to-day basis?
 - b. have faced most recently? This year?
13. What would you most like to see change/improve/be different 1 year from now as a result of the change(s)?
14. What areas of challenge pose the greatest opportunity for improvement?
15. What are two or three achievements of which your organization/team is most proud?
16. What sensitive areas should be avoided - or should Liz know about?

17. What is unique about your organization?

18. Who are a few key people who will be in the audience and why are they key?

19. What is taking place immediately before and after Liz's program?

20. Who has presented programs for your organization in the past and what resonated with your group?

21. Who can be contacted in case of an emergency or problem immediately prior to the event?

Name: Phone #:

22. Name three key people that will be at the program. With your permission, Liz may contact them to discover more information about the group and the event.

Name/Phone #

- a. Name: Phone #:
- b. Name: Phone #:
- c. Name: Phone #:

23. If Liz is presenting a leadership topic, do you want the audience participants to take her free Leadership Made E.A.S.Y.® Leadership Assessment before the event so she can further customize her talk to your audience? If so, who will be responsible for coordinating with Liz's office to make this happen?

24. If not already provided, please indicate the following logistical information

- a. Dress Code for the Event
- b. Recommended Hotel (and phone #):
- c. Airport:
- d. Contact name at the meeting site (and phone #):

Thank you again for helping to increase the value of Liz's Speech for all attendees!

-Weber Business Services, LLC