

# KAREN SANDS >

## **PRE-PROGRAM QUESTIONNAIRE for Meeting & Event Planners**

**To support me in making the most tailored program for your audience, please take a few minutes to respond to my queries below.**

1. Your name and title?
2. Name of your Organization?
2. Date and time of Karen's presentation?
3. Make-up of your audience, e.g. a group profile?
4. Number of attendees expected to attend?
5. Allocated time for Karen's presentation?
6. Overarching theme for this meeting?
7. Your objectives for this meeting?
8. What are your attendees' objectives for this meeting?
8. What is the mission statement of the organization sponsoring this meeting?
9. How does the theme of this meeting support the organizations mission statement, and your envisioned outcomes for this meeting?
10. What are the overall challenges and opportunities for your organization, and industry sector?
11. What makes your organization stand out? (Top Features)

# KAREN SANDS >

12. Share the top 3 pressing challenges and opportunities your organization, and your audience are confronting at this time.

13. Are there any topics I should steer clear of, or sensitivities I should know about?

14. Prior to and post the program, what is planned?

15. Who has presented programs for your organization in the past. What did themes did they cover?

16. Besides yourself, which other key people will be in the audience?

17. Anything more you want me to know about your organization, and your audience so that I bring them to their feet?

Thanks for your responses.

Now with the support of your responses, I will knock their socks off!