



# Pre-Program Questionnaire

Revised May 1, 2002

**Morgan Success Group, Inc.**

Organization: \_\_\_\_\_ Today's Date: \_\_\_\_\_

Meeting Date & Time : \_\_\_\_\_ Meeting Location: \_\_\_\_\_

Title of Program: \_\_\_\_\_

This questionnaire is designed to help customize the program to your organization's specific needs and concerns. Our goal is to make your seminar language-consistent and industry specific to your business, and to address the major challenges facing your organization.

Please take a few minutes and complete the form and return it as soon as possible or FAX it to the number below. If you feel you need to give us more information or would like to visit personally with your speaker regarding specific issues, we welcome your call. Thank you!

## Audience/Organization Profile

Estimated # of attendees: _____	Average education: _____
% Female attendees: _____	% Male attendees: _____
Average age and range: _____	Experience level: _____
Will spouses be attending?: _____	% Managers attending: _____
Titles (Departments) of people attending _____	
_____	
_____	

## Who will be the VIP's in attendance?

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

List the three most important things we should know about the group:

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Meeting Goals & Professional Concerns

What is your organization's mission, purpose, or philosophy?

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What is the purpose of this meeting (sales meeting, awards, or new product launch)?

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What is the theme of the meeting?

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What are the major goals for this meeting?

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What are the biggest challenges facing your industry?

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What are the biggest challenges facing your organization?

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What are the biggest challenges facing the program attendees?

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What are you particularly proud of as an organization or industry?

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Please list the changes that are occurring in your industry that affect those attending this meeting:

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Who are your primary competitors?

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What do you have on your event agenda immediately before the Speakers program?

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What will be happening immediately after the Speakers program is presented?

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Are there any buzzwords or technical terms the speaker should be aware of?

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Are there any taboo topics, issues or items that the speaker should be aware of?

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Are there any special functions you would like the speaker to attend to before or after the program?

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What main concept, knowledge or "how-to" skills do you want the attendees to retain as a result of the program?

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How do you want the attendees to feel after the seminar?

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How will you evaluate the success of the program?

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Is there anything else we need to know to be able to present the best program for your organization?

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**Please send a copy of your meeting agenda, program and any special promotional or background material that would be helpful to use in personalizing this program for your group.**

Completed by:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Ext. \_\_\_\_\_