Troy Hazard

Pre-Program Questionnaire

There are two parts to this questionnaire:

1. **Logistics**
2. **Discovery**

With your help, we can craft the perfect message that will not only accomplish the outcomes you seek from the event, but that will strategically continue over the next 12 months, so the message sticks!

We can approach this in two ways:

- Complete as much as you can and send back the form to get the process started, or
- Have a quick read of the document knowing that these are some of the questions Troy will ask on a pre-program phone call.

This information will of course remain confidential and will not be disclosed with anyone outside of this conversation.

Part 1 — Logistics

Date of Presentation: _____

Company / Association

Company Name: _____

Contact Name: _____

Title: _____

Address: _____

Phone: _____ Email: _____

Website URL: _____

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Location / Meeting Site

Facility Name: _____

Facility Address: _____

Facility Phone: _____ Presentation Room: _____

On-Site Contact: _____

Phone: _____ Email: _____

Emergency Phone: _____

Accommodations

Hotel Room Reserved At: _____

Hotel Phone: _____ Guest Fax #: _____

Confirmation #: _____ Reservation Date: _____

Air Travel

Nearest Airport: _____ Distance (minutes): _____

Airport Transfers: ■ Client to arrange ■ Planner to arrange

Audio Visual

AV Company: _____

Phone: _____ Email: _____

Preferred AV Check Time: _____

Presentation

Presentation Time: _____ Duration (minutes): _____

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Appropriate Attire: ■ Casual ■ Business Casual ■ Business Formal

Who spoke at this event last year? _____

Will the presentation be video recorded? ■ Yes ■ No

Room Set Up

Seating Arrangement: ■ Theatre ■ Classroom ■ Round Tables ■ Square Tables

Will alcohol be served before or during the presentation? ■ Yes ■ No

Introductions

Who will introduce Troy:

Name: _____

Title: _____

Email: _____ Phone: _____

Part 2 — Discovery

Audience

Audience Size: _____

% Male: _____ % Female: _____

Age Range: _____

Description of Attendees:

Type of Event:

Objective of Meeting:

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Theme:

Presentation Balance

Please give percentages of what you would like the presentation to include:

% Entertainment: _____ % Education: _____

% Motivation: _____

Business Context

Current challenges in your industry:

Current challenges in your business:

If executives and management had one key thing they wanted to address, what would that be?

If your attendees had one key thing they wanted to address, what would that be?

What are the top three sources of pain for your organisation?

Competitive Landscape

Who are your top three competitors and where do you rank?

1. Competitor:

2. Competitor:

3. Competitor:

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Other Information

Is there a product, service, or initiative launch that you are rolling out at this time?

Anything else of significance happening in the business?

In your normal course of business, how could we continue the message over the next 12 months so that it sticks?