



PRE-PROGRAM QUESTIONNAIRE

SIMONE WRIGHT wants to contribute in a meaningful way to your event's total success. Therefore, it is important that she receive as much information as possible prior to your event so she can create the best presentation to fit your specific needs. Please complete this questionnaire by _____ and return with any additional marketing promotional materials (program/event brochure, newsletters, invitations, press kits, etc.).

If all information is not available, please complete as thoroughly as possible and follow-up with additional information. We know your time is valuable and appreciate your time and attention to detail.

Thank you so much for your help.

LOGISTICAL INFORMATION

PLEASE NOTE: All information provided should reflect any information already listed on Simone's contract. A change or addition on this form does NOT constitute a change to the contract and MUST be requested and approved in writing by the speaker.

1. Organization (name & address):

2. Event dates: Begins _____ Ends _____

3. Event Location: _____ Phone _____ Fax _____

4. Date Simone is speaking: _____

5. Start time of presentation (be specific): _____ End Time: _____

6. Additional Breakout: Start time: _____ End Time: _____

7. Room or Hall where Simone is speaking: _____

8. Event Function: General Session _____ Breakout _____ Luncheon _____ Other _____

HOTEL AND TRANSPORTATION

PLEASE NOTE: Hotel reservations are to be made by the client and billed to client directly. King room, non-smoking, lower level requested.

1. Hotel: _____ Confirmation number: _____

2. Address: _____

3. Phone: _____ Fax: _____

4. Distance from event site (distance/time): _____

5. Simone will make her own airline reservations (unless otherwise agreed upon). Closest airport with jet service to event: _____

6. How will Simone get from the airport to the hotel? _____

7. How will Simone get from the hotel to your event? _____

8. Name of person meeting Simone: _____ Cell phone: _____

9. Where will they meet Simone? _____

10. Arranged Car or Limo Service (name): _____

11. Car service phone number: _____

12. Taxi or Shuttle Service: _____

Primary Contact Person *prior* to event:

13. Name: _____ Title: _____

14. Office phone: _____ Cell phone: _____

15. Fax Number: _____ E-mail: _____

16. Home phone: _____

Primary Contact Person *at the* event (if different than above):

17. Name: _____ Title: _____

18. Office phone: _____ Cell phone: _____

19. Fax Number: _____ E-mail: _____

20. Home phone: _____

ORGANIZATION/EVENT AND AUDIENCE PROFILE

1. Please provide a brief description of your organization. _____

2. Who is your organization's target market? _____

3. Who will be attending (i.e., executives, managers, employees, customers, clients)? _____

4. What is the product or service offered by attendees? _____
5. Number attending event: _____ %male: _____ %female: _____
6. %who manage or supervise: _____ Educational background: _____
7. Spouses invited? _____ If so, will they be encouraged to attend Simone's presentation? _____
8. Average age: _____ age range: _____
9. Anything else Simone should know about this audience? _____
10. International attendees? _____
11. What term is used in reference to your customer: client _____ patient _____ etc. _____
12. What term is used in reference to your employees? associates ____ members ____ employees ____ etc.
13. What are the names and titles of your top executives who will be attending the event? _____

14. Who are your primary market challengers? _____
15. What kind of year did your group have last year? _____
16. What do you expect for your group in the coming year? _____
17. What have been the most significant changes in the last year that your industry faced?

18. What is the conference/event theme or focus? _____
19. What is the specific purpose of your meeting? _____

20. Why did you choose Simone Wright to present at this event? _____

21. What are your three most important objectives for Simone's presentation?

a. _____

b. _____

c. _____

22. Are there any sensitive issues that should be avoided? _____

23. What ideas/skills do you want your group to retain from Simone's presentation? _____

24. What is happening BEFORE her presentation? _____

25. What is happening AFTER her presentation? _____

26. What is the appropriate attire for event? formal/business _____ business casual _____ other _____

27. Introduction: Who will be making Simone's introduction? _____

28. Do you have a copy of Simone's introduction? _____

29. What speakers have you had in the past?

Name

Date

Topic

30. What other speakers are on this program?

Name

Date

Topic

AUDIO/VISUAL REQUIREMENTS

1. Simone requires a **wireless hand-held microphone**, a screen and a LED projector, compatible with a MAC computer. Will this be provided? _____

2. Simone does not use a podium. If there is one on stage, it should be moved to the side or back prior to her presentation so she has clear use of the stage. Are there any other questions we can answer for you concerning stage set-up? _____

3. In the case of large audiences, will Simone's presentation be shown on screens at the front of the room? _____