

This pre-program questionnaire is for Chip's presentation to your group on \_\_\_\_\_. We need your help! Chip would like to specifically meet your needs with his presentation. Please take a few moments and give us the answers needed. Please send us any printed information on your group that may help us. Corporate report? News publications? Etc.

Return this questionnaire by mail, fax or email to: Chip Morrison, P.O. Box 720455, Atlanta, Georgia 30358, Fax (770)-772-6096, email [chip@chipspeaks.com](mailto:chip@chipspeaks.com), no later than thirty days prior to the event. If you have any questions please call our office at 770-825-2500 or chip direct at 404-580-9919.

Presentation Title \_\_\_\_\_ Date \_\_\_\_\_

Time Frame: Start Time \_\_\_\_\_ End Time \_\_\_\_\_ Any Breaks? \_\_\_\_\_

What is on the program just before Chip speaks? \_\_\_\_\_

What happens on the program right after he speaks? \_\_\_\_\_

What is the appropriate dress code for the presentation? \_\_\_\_\_

Conference Theme? \_\_\_\_\_ Specific purpose of this meeting or conference (awards banquet, annual meeting, etc.) \_\_\_\_\_

Specific objectives you want achieved in Chip's presentation? \_\_\_\_\_

\_\_\_\_\_

Sensitive issues that should be avoided? \_\_\_\_\_

Introducer's name? \_\_\_\_\_ Phone \_\_\_\_\_ email \_\_\_\_\_

Is there any publicity work Chip can do for you while he is at your event? Radio or television? Please let us know ahead of time, so we can arrange travel.

\_\_\_\_\_

Who are the other speakers on the program?

Speaker \_\_\_\_\_ Topic \_\_\_\_\_

Speaker \_\_\_\_\_ Topic \_\_\_\_\_

What speakers have you used in the past that covered topics related to the material Chip will be presenting to you?

\_\_\_\_\_

What did you like and/or dislike? Without their names if you would like, but do comment on the material they used.

\_\_\_\_\_

Name three main movers and shakers of your group that will be in Chip's audience. With your permission, we would like to contact them for more research information on your group. \_\_\_\_\_

Phone \_\_\_\_\_ email \_\_\_\_\_

Phone \_\_\_\_\_ email \_\_\_\_\_

Phone \_\_\_\_\_ email \_\_\_\_\_

#### THE AUDIENCE

Number attending? \_\_\_\_\_ % of male to female \_\_\_\_\_ Spouses coming? \_\_\_\_\_

Average Age \_\_\_\_\_ Income range \_\_\_\_\_ Average Income \_\_\_\_\_

Educational Background \_\_\_\_\_ Major job responsibilities of audience \_\_\_\_\_

#### DETAILS ABOUT YOUR AUDIENCE

Problems? \_\_\_\_\_ Challenges? \_\_\_\_\_

Breakthroughs? \_\_\_\_\_ What separates your high income, high performance people from the others? \_\_\_\_\_

#### TELL US ABOUT YOUR INDUSTRY

Problems? \_\_\_\_\_ Challenges? \_\_\_\_\_

Breakthroughs? \_\_\_\_\_

#### TELL US ABOUT YOUR ORGANIZATION

Problems? \_\_\_\_\_ Challenges? \_\_\_\_\_

Breakthroughs? \_\_\_\_\_ Significant Events? Mergers, relocations \_\_\_\_\_

Will Chip's presentation be video recorded or taped? \_\_\_\_\_ If you wish, Chip will make his educational materials available to your audience, so that they may continue the learning process at home. There are two ways this can be arranged. Please check the one that is most appropriate for your group. A. \_\_\_\_\_ Group purchase in advance for each attendee, at wholesale. B. \_\_\_\_\_ Materials made available at the back of the room after the presentation (at retail prices.)