

# **Pre -Program Questionnaire**

## **PRE-PROGRAM QUESTIONNAIRE**

### **MICHAEL BULT–Business Keynote Speaker**

*This questionnaire enables Mike to increase the value of his presentation. Please answer all relevant questions skipping over any that may not apply due to the nature of your program.*

*Your response to these questions is the first step. Upon receipt, we will contact you to set up a pre-conference call to ensure that Mike understands your objectives for his appearance. We appreciate your time and attention to these details.*

*This document is in Microsoft Word, so you may complete it on-line  
and return it to Mike @MichaelBult.com.  
If you have any questions, please contact Mike Bult directly at (609) 703-7905.  
Select the highlighted area next to the prompt and begin typing.*

## **THE EVENT**

If you have an event website, newsletters, phoneapp, or brochure please send me the links/files.

1. Name of organization:
2. Address of organization:
3. Name of event (annual, quarterly, sales training, etc.):
4. Event date(s): Begins \_\_\_\_\_ Ends \_\_\_\_\_
5. Event location:
6. Event theme:

## **MIKE BULT’S PRESENTATION**

1. Date that Mike is speaking:
2. Start time of presentation: \_\_\_\_\_ Length of presentation: \_\_\_\_\_
3. Room in which Mike is speaking:
4. Event function: General session keynote: \_\_\_\_\_ Concurrent session or breakout: \_\_\_\_\_  
Luncheon \_\_\_\_\_ After dinner \_\_\_\_\_ Other \_\_\_\_\_
5. What happens immediately before Mike speaks?
6. What happens immediately after Mike speaks?
7. Mike’s presentation topic:
8. Name of person introducing Mike:
9. Best time for Mike to do AV check:
10. Speaker’s attire (Mike’s normal attire is business casual, but flexible/optional. But if you preference):
11. What are the three most important objectives for Mike’s presentation:
  - a.
  - b.
  - c.

12. Are there any sensitive issues that should be avoided?

ADDITIONAL COMMENTS

## **AUDIENCE PROFILE**

1. Approximate attendance:
2. Are spouses invited? Yes  No
3. Percentage of males/females:
4. Average age of audience:
5. Who will be attending (i.e., executives, managers, employees, customers, clients, etc.)?
  
6. List the top challenges of your organization:
  
7. In what way do you expect Mike to address those challenges?

## **GENERAL BACKGROUND INFORMATION**

1. What is your company's mission? Core values?
2. What is the primary product or service that your organization provides?
3. Who is your organization's target market?
4. What term is used to refer to your customer (such as customer, patient, client, buyer, etc.)?
5. Is there any jargon that Mike should be familiar with (acronyms, titles, etc.)?
6. Who are your primary competitors?
7. In the last year, what have been the most significant changes that your industry has faced?

## **LODGING & GROUND TRANSPORTATION**

*Hotel reservations are to be made by the client and billed directly to client so that Mike Bult does not have to utilize his credit card upon arrival (except for incidentals when necessary).*

1. Name of hotel:
2. Address of hotel:
3. Telephone:
4. Confirmation # for Mike's reservation:
5. Date(s) of lodging:

## **AIR TRAVEL RESERVATIONS**

*Mike is responsible for his airline reservations. Client will be notified once flights are confirmed.*

1. Nearest airport:
2. Distance to hotel from airport:

## **GROUND TRANSPORTATION**

1. Distance of nearest airport to hotel: \_\_\_\_\_ miles
2. Ground transportation upon arrival in host city (from airport to hotel):  
Taxi  Shuttle Service  Arranged car or limo service 
  - a. If hired car, name of transportation company:
  - b. Telephone contact in event of emergency:
  - c. Confirmation #:
  - d. Will driver meet Mike at baggage claim or curbside?
3. Ground transportation from hotel to venue (if different from hotel):  
Time of pick-up from hotel:
4. Ground transportation from venue back to airport:  
Taxi  Shuttle Service  Arranged car or limo service 
  - a. If hired car, name of transportation company:
  - b. Telephone contact in event of emergency:
  - c. Confirmation #:

## **KEY CONTACTS**

*These contact numbers (cell phones and on-site professionals) are to be used in case Mike has a question or concern or in the event of an emergency the day before or the day of the event.)*

Primary contact for Mike's appearance:

Name:  
Title:  
Office phone:  
E-mail:

Primary **on-site** contact at the event:

Name:  
Cell:  
E-mail:

Secondary **on-site** contact at the event:

Name:  
Cell:  
E-mail:

*End of questionnaire*