

**Haynes, Benford and Associates**  
**Business Consulting, Training & Development**

*Training People & Organizations for Peak Performance*

**PRE-PROGRAM QUESTIONNAIRE**

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

**PLEASE RETURN NO LESS THAN 3 WEEKS PRIOR TO MEETING DATE.**

In order to meet the precise needs of your organization's upcoming meeting, we would like to provide the speaker with the following information. Please invest a few minutes to answer the questions you feel would be important and return them to us. Thank you.

**Mail or fax this form to us at the following:**

**Return to:**

**P.O. Box 213**

**Denton, TX 76202**

**Phone (940) 566-4747 • Fax (940) 383-0630**

1. Which program(s) would you like us to present for you?

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2. Who will be in attendance?

A. Total number \_\_\_\_\_

B. Male/Female Ratio / % \_\_\_\_\_ / \_\_\_\_\_ %

D. Approximate ages \_\_\_\_\_ to \_\_\_\_\_

E. Educational background \_\_\_\_\_

F. Job Titles \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

G. Names and positions of top management people  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. What is the theme for your conference/meeting? \_\_\_\_\_  
\_\_\_\_\_

4. What is the mission/philosophy statement for your company/organization?  
\_\_\_\_\_  
\_\_\_\_\_

5. Briefly describe your products/services: \_\_\_\_\_  
\_\_\_\_\_

6. What are the top three challenges faced by the people who will be attending?  
A. \_\_\_\_\_  
B. \_\_\_\_\_  
C. \_\_\_\_\_

7. What three specific things do you think I should know regarding the people attending?  
A. \_\_\_\_\_  
B. \_\_\_\_\_  
C. \_\_\_\_\_

8. During the past year, what are three significant events which occurred in your association or organization?

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_

9. Specifically, what "local color" should I use in my presentation? This could be anything, such as a new Company policy, an in-house buzz word, a local drinking place, a funny person, poor food, a broken piece of equipment, local weather, or achievement of a top official in your organization.

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10. Based on other programs your people have attended with an outside speaker, what have they:

A. Liked least? \_\_\_\_\_

B. Liked best? \_\_\_\_\_

11. Do you have any other ideas that might help me make this the most meaningful and worthwhile presentation your people have participated in? Are there any sensitive areas I should stay away from?

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12. What is the main objective for this meeting/conference?

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13. What are the top two objectives for my presentation?

A. \_\_\_\_\_

B. \_\_\_\_\_

14. Schedule - what is happening before and after my presentation?

\_\_\_\_\_  
\_\_\_\_\_

(Optional)

15. Top people to recognize in the audience or people to poke "fun" at:

Name: Title: Reason:

\_\_\_\_\_  
\_\_\_\_\_

Name: Title: Reason:

\_\_\_\_\_  
\_\_\_\_\_

16. Please list past speakers: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Note: Please send a copy of all memos, program announcements, brochures, and other promotional materials relating to this meeting so this presentation will be consistent with your promotion.

In addition, any annual reports, a company newsletter/paper/flyer, or any key product brochures would be appreciated if available.