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# Mona Moon

Speaking Engagement  
Pre-Program Questionnaire

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Event Title:

Organization:

Event Date:  Event Time:

Attire:

**Mona is looking forward to visiting your group. She would like you to help her make her appearance more successful by taking a few minutes to fill out this questionnaire. This will significantly increase the value of her program by allowing her to deliver a more personal message of customized content.**

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## The Program

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**1. What is the conference/meeting theme?**

**2. Presentation title selected for Mona?**

**3. What is the specific purpose of this meeting?**

*(Annual event, Awards Banquet, etc., and which year?)*

**4. What are your specific objectives for this event?**

A.

B.

C.

**5. Are there any special issues/topics you would like addressed to help make the presentation your best ever?**

**6. Issues to avoid, if any:**

**7. What takes place immediately before and after Mona's presentation?**  
*(lunch, another speaker, etc.)?*

**Before:**

**After:**

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**Who will introduce Mona?**

**Title:**

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**Would you like a written introduction?**

Yes  No

**8. Are there any functions preceding Mona's presentation that her presence could enhance?**

**9. Time of Mona's presentation:**

**Start:**  **End:**

**10. Are you planning to audio and/or video tape the presentation?**

Audio  Video

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**What will the tapes be used for?**

*(Please remember, you must receive written permission from us to do so.)*

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**Are you requesting permission now?**

**Or, have you already done so?**

**11. Are there other speakers on the program?**

Speaker [1]  (Title)

Topic

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Speaker [2]  (Title)

Topic

**12. Which speakers have you used in the past for a similar event?**

**13. With your permission, we would like three contact persons Mona may personally speak to in order to gain more insight for her presentation:**

Name  Title

Phone (W)  Phone (H)

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Name  Title

Phone (W)  Phone (H)

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Name  Title

Phone (W)  Phone (H)

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Audience Information

1. Number of attendees?  Are spouses invited?  Yes  No

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Percent male/female?  /  Age range?  to

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Percentage of the audience who are managers or supervisors?

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Income range?  to

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**Educational Background?**

**Ethnic make-up?**

**2. Who will be attending this event?**  
*(executives, managers, employees, clients, community, etc)*

**3. What are the major job responsibilities of those in the audience?**

**4. What areas of their overall working performance are ripest for improvement?**

**5. What separates your high performance personnel from the others?**

**6. What are the names and titles of your top executives who will be at the meeting?**

Name	Title
<input type="text"/>	<input type="text"/>

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Name	Title
<input type="text"/>	<input type="text"/>

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**Name**

**Title**

**7. Is there anything else Mona should know about the audience before addressing them?**

**8. State three major points you want emphasized:**

A.

B.

C.

**9. If you could cause those in attendance to do one thing as a result of this presentation, what would it be?**

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### General Background Information

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**1. What is the purpose/mission of your organization?**

**2. What are your organization's goals?**

**3. What are 1 or 2 things your organization is most proud of?**

**4. Is there a concern shared by the audience and, if so, what is it?**

**5. What is the greatest challenge they are currently facing?**

**6. What are the most significant events that have occurred in your industry, organization or group during the past year?**

**7. Please share any "industry color." (i.e. Did a major firm go bankrupt, etc)**

**8. What funny things are used as common "in house" humor?**

**9. What would you like the audience to walk away from this event with they didn't have when they arrived?**

**10. Would you like for us to know anything else?**

**In addition, please forward any other information regarding your organization and this event (brochure, annual report, agenda, literature, promotional materials, etc.)**

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Additional Information

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**1. Contact person at the event?**

**Phone (C)**  **Phone (H)**

**E-mail**  **Website**

**2. If there is an emergency during traveling, who should be contacted:**

Name

Title

Phone (1):

Phone (2):

Phone (3):

Pager:

**Emergency Back-up Information**

**3. Event location**

Event Phone:

Fax:

Event Room:

Distance from hotel:

Distance from airport:

**4. Audio/visual requirements confirmed: Mona requests a cordless clip-on microphone,**

**overhead or LCD Projector and a 10x10 Screen. Have arrangements been made?**

Yes  No

**5. Hotel where speaker will be staying (if different from above)**

*(When room is prepaid, please remember to include meals)*

Hotel Phone:

Fax:

Distance from airport:

Confirmation #:

**6. Person picking up and returning Mona to airport:**

Company:  Name:

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Phone:  Cell/Pager:

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**Will driver be at:**

**Baggage Claim**  **Curbside**  **Gate**

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