



## PRE-PROGRAM QUESTIONNAIRE

Allison is looking forward to helping you create a successful meeting with impact and long term take-home value for your attendees. This questionnaire is designed to help us prepare a customized presentation. Please answer all applicable questions and return to Allison Massari (mail, fax or email) with the items checked in #19. Feel free to use additional pages if necessary.

ORGANIZATION: \_\_\_\_\_

Day & Date of Presentation: \_\_\_\_\_

1.  
What are your specific objectives/results desired for my session?

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2.  
What is the specific purpose and theme of this meeting (annual meeting, awards, etc.)

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3.  
What is the mission/philosophy statement for your company/organization?

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3a.  
Are you announcing any new products, services or other changes at this meeting?

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4.  
What are some current problems/challenges/breakthroughs experienced by your organization or industry?

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5.  
What are the top challenges faced by people who will be in the audience?

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5a.  
What do you think they have to do to overcome these things?

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6.  
Has the audience's business, industry or job changed in the last 5 years? If so, how?

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7.  
Special jargon/terminology to use? \_\_\_\_\_

Issues/terms to avoid? \_\_\_\_\_

8.  
An executive, manager and/or employee I might contact to get additional perspective:  
Name \_\_\_\_\_ Title \_\_\_\_\_ Telephone # \_\_\_\_\_  
Name \_\_\_\_\_ Title \_\_\_\_\_ Telephone # \_\_\_\_\_  
Name \_\_\_\_\_ Title \_\_\_\_\_ Telephone # \_\_\_\_\_

9.  
Number of people attending \_\_\_\_\_

10.  
Previous speakers used:  
Name \_\_\_\_\_ Topic \_\_\_\_\_  
Name \_\_\_\_\_ Topic \_\_\_\_\_

11.  
What takes place immediately before/after my program (speaker, meal break, etc. If another speaker, please indicate topic)  
Before: \_\_\_\_\_  
After: \_\_\_\_\_

12.  
Meeting Time: Begin: \_\_\_\_\_ End: \_\_\_\_\_  
My program: Begin: \_\_\_\_\_ End: \_\_\_\_\_

13.  
Name/title of my introducer: \_\_\_\_\_  
Name and title of senior executives:  
Name \_\_\_\_\_ Title \_\_\_\_\_  
Name \_\_\_\_\_ Title \_\_\_\_\_

14.  
Meeting location:  
Address: \_\_\_\_\_ City: \_\_\_\_\_  
Hotel/Address Tel. No: \_\_\_\_\_  
Closest Airport (# miles from site): \_\_\_\_\_

15.  
Top people to recognize in audience:  
Name \_\_\_\_\_ Title \_\_\_\_\_ Reason \_\_\_\_\_  
Name \_\_\_\_\_ Title \_\_\_\_\_ Reason \_\_\_\_\_  
Name \_\_\_\_\_ Title \_\_\_\_\_ Reason \_\_\_\_\_

16.  
How do I get from airport to site? Limo Co. Name: \_\_\_\_\_  
Other: \_\_\_\_\_ Phone No.: \_\_\_\_\_

17.

When, where, who and how should Allison contact upon arriving at hotel?

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18.

Emergency Contact?

Name: \_\_\_\_\_

Bus# \_\_\_\_\_

Home # \_\_\_\_\_

Cell# \_\_\_\_\_

19.

Please send me the following information (if available):

annual report

company newsletter/paper/flyer

key product brochures

meeting agenda/invitation

special promotions/campaigns

NOTES: What can you add which might help us do an even better job?

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