



PRE-EVENT QUESTIONNAIRE

Name of organization: _____

Name of Meeting Planner/Contact Person: _____

Telephone: _____

Email Address: _____ Fax: _____

SPEAKING ENGAGEMENT

Speaking Date: _____ Day of Week: _____

Speaking Engagement Start time: _____

Speaking Engagement Location: (City/State) _____

Start time of Roland's speech: _____ Length (total minutes): _____

Meeting/Program objective(s): _____

(For all day training): When do you prefer the breaks/lunch to occur?

Theme and title: _____

Name and title of Roland's introducer: _____

Name of Meeting Room (or Site if different from hotel): _____

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**ROLAND NEEDS
INFORMATION ABOUT
YOUR ORGANIZATION
TO CUSTOMIZE HIS
PRESENTATION TO
MEET YOUR AUDI-
ENCE'S NEEDS.**

Please fill this questionnaire out completely. If available, also include this information:

- **Brochures about your company, products and services**
- **Information you are sending the attendees of the meeting; including brochures, promotional materials, etc.**
- **The agenda that includes Roland's presentation**
- **Any past agendas from similar meetings**

You can e-mail this information to speak@rolandwilliams.com, fax to 636.329.1588, or mail to:

**Championship Presentations
6 McBride & Sons Drive, Suite 103
Chesterfield, MO 63005**

Feel free to call our offices at **636.300.4663**. Thank you!



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AUDIENCE

Demographics: _____

Size of audience: _____

Men%: _____ Women%: _____

Age Range to: _____

Spouses present: Yes No

Tell Roland about who will be attending (i.e. business of organization, titles of participants, work they do): _____

What is your target market? _____

Who in the audience should Roland take special note of:

Name: _____ Reason: _____

Name: _____ Reason: _____

Name: _____ Reason: _____

List three (3) important things Roland should know about this audience:

1. _____
2. _____
3. _____

List what you are most proud of as it relates to this audience: _____

What are some specific examples of what your people (or you) do that go “beyond the call of duty” in the area Roland is

Audience Average Income Range: _____

Average Educational Background: _____

Major job responsibilities of audience: _____

Average length of employment/association with company/group: _____

Are attendees there **voluntarily** or is it **mandatory**? _____

If mandatory, how receptive are the attendees to this program? _____



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BACKGROUND

What is the biggest frustration you face on your job (they face on their job) that relates to my topic: _____

List the biggest challenge facing this audience/industry: _____

What are the two or three best books written about your industry? _____

Why did you choose Roland for your program? _____

Given Roland's area of expertise, what thoughts would you like conveyed by him to your audience i.e. main concept, information, "how-to knowledge", etc.? And how do you want the attendees to feel after hearing Roland? _____

How will you evaluate the success of the program Roland conducts? _____

Who else is speaking at this event? _____

Who spoke last year and what did you like most and like least? _____

What is happening before Roland speaks? _____

What is happening after Roland speaks? _____

Are there any buzzwords or terms Roland should be aware of? _____

Can you offer any suggestions to make this the best presentation your audience has ever heard? _____

Are there any issues that should be avoided? _____

What will be the appropriate attire for the attendees and how would you like Roland to dress? _____

Would you like Roland to participate in any scheduled functions? Yes No

If yes, Time: _____ Location: _____

Event: _____ Dress: _____

Please give a few names and phone numbers for people affiliated with your organization who can discuss issues, challenges, solutions and good news about your organization: _____

Potential Candidates Include:

CEO/President: _____

Divisional Head: _____

HR Director Phone: _____

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LEARNING TOOLS

Most audiences want something to help them continue learning after the presentation. Would you be interested in providing more tools for your audience? _____

TRAVEL INFORMATION

Airport should Roland fly into: _____

Distance from Roland's hotel to airport: _____

Name of person who will pickup Roland from airport: _____

Pickup person's cell number: _____

Check: q baggage claim q gate

Where Roland will be staying: _____

Address: _____

City: State: Zip: _____

Hotel confirmation Number: _____

Site Telephone: _____ Fax Number: _____

MEETING ROOM LOGISTICS

Place where Roland is speaking: _____

Name of Meeting Room (or Site if different from hotel): _____

The audiovisual person is: _____

Phone: _____

The room set up person is: _____

Phone: _____

Note: If possible, THEATER STYLE is Roland's preferred meeting room arrangement.

ROLAND'S AUDIO/VISUAL NEEDS:

- CD Player with appropriate audio
- DVD Player with appropriate sized screen or monitor
- Cordless lavalier microphone
- Big Screen Monitor (For audiences over 1,000)

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OTHER POINTS:

For client's who purchase the autograph option, please provide an autograph table, sharpie markers and an assistant. All information disclosed will be kept confidential. Roland will be in touch to review specific ideas to help meet your objectives. It is our pleasure to work with you!

RETAINING INFORMATION:

The goal of every program is to have the audience retain the information for as long as possible. ***Champion Notes*** is a complimentary e-publication to assist in those efforts. *Champion Notes* includes business articles, motivational quotes, etc. from champions for everyday champions. There is no charge to receive *Champion Notes*. As a client, you are welcome to register as many people as you would like. No limit!