



## 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](mailto:speak@rolandwilliams.com), fax to 636.329.1588, or mail to:

**All Pro Relations, LLC  
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!