

# PRE-PROGRAM QUESTIONNAIRE

This questionnaire (PPQ) will enable Peter to tailor his presentation to the specific needs of your group. Please download and answer all questions as completely as possible, but feel free to skip those which would duplicate a previous answer or which might be irrelevant to your group. You can either complete the PPQ on your PC and return it as an email attachment.

Please include whatever printed information is available which you feel would help Peter understand your organization's people, products/services and industry. Peter would rather have too much information than too little. This could include: new employee orientation kit, annual report, newsletters, advertising, product literature & other promotional materials, trade publications, current articles about your industry, and newspaper or magazine articles about your organization.

While the above is important but optional, it is important that you provide copies of the Meeting Agenda as well as any promotional materials related to the meeting.

The purpose of this questionnaire is not to create additional work but to significantly increase the value of your program. Please return this information at your earliest convenience

## THE PRESENTATION

Name of Group: \_\_\_\_\_ Date of Presentation: \_\_\_\_\_

Name of Event: \_\_\_\_\_

## MEETING TIMES

Meeting Time Begin: \_\_\_\_\_ Meeting Time End: \_\_\_\_\_

Peter's Program Begin: \_\_\_\_\_ Peter's Program Time End: \_\_\_\_\_

## TRAVEL & LOGISTICS

Peter's Transportation to the Airport & Venue? \_\_\_\_\_

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

Hotel Address: \_\_\_\_\_

Hotel Phone: \_\_\_\_\_ Peter's Hotel Confirmation Number: \_\_\_\_\_

Will the hotel be billed to your master account? \_\_\_\_\_

Are there any activities the night prior that Peter should attend? \_\_\_\_\_

What will happen immediately before Peter's presentation? \_\_\_\_\_

What will happen immediately after Peter's presentation? \_\_\_\_\_

When will the room be empty for A/V setup and sound check? \_\_\_\_\_

Primary contact on-site: \_\_\_\_\_

Cell phone: \_\_\_\_\_

Who will be introducing Peter? *(Peter will send written introduction)* \_\_\_\_\_

## THE AUDIENCE

General job responsibilities of attendees: \_\_\_\_\_

What challenges are your people currently experiencing? \_\_\_\_\_

\_\_\_\_\_

What specific objectives do you want your group to learn from my session? \_\_\_\_\_

\_\_\_\_\_

Any running jokes or inside humor buttons? (Broken equipment, crazy policies, industry jokes) \_\_\_\_\_

\_\_\_\_\_

What are they proud of? \_\_\_\_\_

\_\_\_\_\_

Any other information you think I need to know: \_\_\_\_\_

\_\_\_\_\_

## MEETING INFORMATION

Event Hashtag: \_\_\_\_\_

Event Theme: \_\_\_\_\_

What is your main objective and how can I best help you achieve it? \_\_\_\_\_

If there were a "common enemy" for your group (e.g., competitor, government agency, industry, etc.), who would it be and why? In other words, who do you "love to hate" and why? \_\_\_\_\_

\_\_\_\_\_

What is the biggest misconception people (or your customers/clients) have about your industry, or the people in your industry? \_\_\_\_\_

\_\_\_\_\_

Is there anything Peter should NOT mention, or sensitive areas he should avoid? \_\_\_\_\_

\_\_\_\_\_

What speakers have you had in the past? \_\_\_\_\_

How will I know our time together has been successful? \_\_\_\_\_

\_\_\_\_\_

How would you like your attendees feeling as they walk out of the room? \_\_\_\_\_

\_\_\_\_\_

What else do I need to know to WOW your audience? \_\_\_\_\_

\_\_\_\_\_

**Looking so forward to partnering with you!**

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