



Pre-Program Discovery Questionnaire

In an effort to customize Tom's presentation for your organization and thereby better meet your needs, we require you to complete the following information. Please answer all applicable questions and return this questionnaire to our office **NO LATER THAN THREE WEEKS** prior to the presentation date. For any questions or for assistance in completing this questionnaire, please do not hesitate to contact our office at any time. We can be reach by calling **(719) 548-0600** or by sending an email to Results@TomWerder.com.

Program Logistics

1. **Name of Organization:** _____

Organization/Company Slogan: _____

2. **Name of Meeting Planner:** _____

Telephone: _____

Fax: _____

Email: _____

3. **Presentation Date(s):** _____ **Day(s) of the week:** _____

4. **Event Start Time:** _____ **Location (City/State):** _____

Presentation Time for Tom: _____ **Length (total minutes):** _____

Second Presentation Time: _____ **Length (total minutes):** _____

5. **Name of Hotel:** _____

Address: _____

Telephone: _____

Fax: _____

Confirmation #: _____

6. **Name of Meeting Room (or off-site location if different from hotel):**

7. Name of Airport Tom's Flight Should be Scheduled to:

8. Distance of Hotel From Airport: _____ Travel Time: _____

9. Name of Person Picking Tom up (if applicable): _____

Telephone: _____

Cell Phone: _____

Email: _____

10. Name of person to contact in an emergency on the way to the event:

Name: _____

Bus #: _____

Home #: _____

Other #: _____

11. Name of Tom's On-site Contact: _____

12. Name of Individual Introducing Tom: _____

Telephone: _____

Email: _____

13. Name of Audiovisual Technician: _____

Phone: _____

Email: _____

Program Details

14. What are the specific objective(s)/results desired from this event?

15. What is the specific purpose and theme for this event (annual meeting, awards, etc.)?

16. Describe how you would like the attendees to feel, what you would like them to be aware of, or how you would like them to think differently as a result of this presentation.

17. Presentation Mix:

_____ % **How-to Content/Nuts & Bolts**
_____ % **Motivation/Entertainment**

The Audience

18. Anticipated Number of Attendees: _____

19. Audience Profile:

Age Range: _____ **to** _____ **Average Age:** _____
Males: _____% **Females:** _____% **Senior Executives:** _____%
Mid-Mgmt: _____% **Board of Directors:** _____% **Sales Reps:** _____%
Support/Clerical: _____% **Entrepreneurs:** _____%
Spouses In Attendance: _____ **Yes** _____ **No**

20. Educational Levels:

HS Grad: _____% **Undergrad Degree:** _____% **Master/PhD:** _____%

21. Average length of employment/association with organization: _____

22. Is the attendees attendance at this event:

_____ **Voluntary**
_____ **Mandatory**

23. Will attendees be:

- _____ Paying individually
- _____ Be sponsored by the organization

24. What will be the dress code for participants at the event? _____

25. List three (3) important things Tom should know about this audience.

- a. _____
- b. _____
- c. _____

26. List what you are most proud of as it relates to this audience.

27. List any individuals to be recognized in the audience for outstanding performance or special achievements.

Name: _____ Title: _____
Name: _____ Title: _____
Name: _____ Title: _____

28. Please list any senior executives that will be present at this event.

Name: _____ Title: _____
Name: _____ Title: _____
Name: _____ Title: _____

29. Please provide the names, titles, and phone numbers for any senior executives, managers, or front line staff who can discuss with Tom specific issues, challenges, solutions, and successes pertaining to your organization: Please provide names of contacts who reflect the greatest percentage of the audience make-up as noted above. (Associations, please provide names of individuals who have registered for your conference).

Name: _____ Title: _____ Tel: _____
Name: _____ Title: _____ Tel: _____
Name: _____ Title: _____ Tel: _____

Background

30. What is the vision/mission/philosophy statement for your organization?

31. Describe the business and/or the nature of the organization to which the members of this audience belong (i.e. what business are you in and what do the members of the audience do)?

32. Describe the biggest frustration/challenges the participants are currently facing in their jobs?

33. Describe the biggest challenges currently facing your industry?

34. Are there currently any morale issues within your organization?

35. What areas of participant's performance need improvement?

36. What areas of participant's performance need recognition?

37. What are some recent breakthroughs or successes experienced by participants, your organization, or within your industry?

38. What are some specific examples of what members of your organization do that go "beyond the call of duty"? Please list any names that can be used as examples:

39. Is there any special jargon or terminology that Tom should be aware of?

40. Are there any sensitive issues or terms Tom should avoid?

41. Why did you choose Tom for this event?

42. How will you evaluate the success of Tom's presentation?

43. Who else will be speaking at this event?

44. Please list speakers that you have used in the past.

Name: _____ **Topic:** _____ **Yr:** _____

Name: _____ **Topic:** _____ **Yr:** _____

Name: _____ **Topic:** _____ **Yr:** _____

What went well?

What did not go well?

45. What will be taking place immediately before Tom presents?

46. What will be taking place immediately after Tom presents?

47. Would you like Tom to participate in any other scheduled functions at the event?

Yes _____ No _____ Time: _____

Function: _____

Location: _____ Dress: _____

All information requested and received through this discovery questionnaire will be kept strictly confidential. [Speaker] will be in direct contact with you prior to the event to review specific ideas to help meet your objectives for this event.

It is our pleasure to be a part of your team!