

## **Anthology Consulting Speaker's Questionnaire**

**Your responses to these questions will enable customization of the presentation to the specific needs of your organization. Following are items that tend to be important to most organizations. If your response requires more space than what is provided, please use the back of the page. Should you find that some questions are irrelevant to your specific program needs, feel free to skip over them.**

Program Dates \_\_\_\_\_  
Exact Time and Duration of Ann's Presentation \_\_\_\_\_ From \_\_\_\_\_ to \_\_\_\_\_  
Appropriate attire for the program \_\_\_\_\_

### **Travel Logistics**

Meeting Facility \_\_\_\_\_ Room \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
Phone \_\_\_\_\_  
Key Contact person (and phone #) at meeting facility \_\_\_\_\_  
Distance from airport to meeting site \_\_\_\_\_  
*If meeting site is different from hotel*  
Hotel Name \_\_\_\_\_ Confirmation Number \_\_\_\_\_  
Number of evenings at Hotel \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_  
Distance to meeting facility \_\_\_\_\_  
Whom to call in case of emergency enroute to program  
Name \_\_\_\_\_  
Onsite phone \_\_\_\_\_ Home/Cell phone \_\_\_\_\_  
  
Ann will arrive on \_\_\_\_\_  
at approximately \_\_\_\_\_ via \_\_\_\_\_

### **Key contact list** (at least 2 names, please)

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company/Branch \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_  
Assistant's name & phone # (if applicable) \_\_\_\_\_

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company/Branch \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_  
Assistant's name & phone # (if applicable) \_\_\_\_\_

Officers of the Company (and titles):

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Which officers will attend?

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Who is most respected among this audience and why?

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**Program Agenda**

What takes place immediately before and after Ann's presentation? (Meal, speaker, break, etc)

Before \_\_\_\_\_  
After \_\_\_\_\_

Name and title of the person who will introduce Ann \_\_\_\_\_  
Your specific objectives for the presentation \_\_\_\_\_

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What results do you expect from the message? (i.e. motivation, generating enthusiasm for a new program or initiative, training, reinforcement, etc) \_\_\_\_\_

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Are there any buzzwords your company or industry has that would grab attention and/or help drive the message home?

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Are there any 'seeds you want planted' with the audience? \_\_\_\_\_

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Any sensitive issues to be avoided?

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Any behavior change you seek as a result of the presentation?

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Other outside speakers for the meeting and their topics

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Do you want a copy of the presentation to facilitate attendee learning? If so, in what form? Yes \_\_\_\_\_ No \_\_\_\_\_ Form \_\_\_\_\_

Is there anything that will add a special touch?

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Any industry trends that should be touched on specifically?

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What 3 things should be known about this group before addressing them? \_\_\_\_\_

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### **Audience Profile**

What are the major job responsibilities of those in the audience?

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Number expected to attend:

% Men \_\_\_\_\_

% Women \_\_\_\_\_

Average age: \_\_\_\_\_ Range in age: From \_\_\_\_\_ to \_\_\_\_\_

Average annual income: \_\_\_\_\_ Range in income: From \_\_\_\_\_ to \_\_\_\_\_

Are they paid in Salary? \_\_\_\_\_ Bonus? \_\_\_\_\_ Commission? \_\_\_\_\_

Will spouses attend? Yes \_\_\_\_\_ No \_\_\_\_\_

Typical educational background

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**Company Background**

You may wish to send any & all printed information you believe would help in understanding your organization more fully. Helpful items include orientation manuals, brochures, newsletters, articles, and the Annual Report.

Please send Black & white clip art of your logo.

What would you say are the primary products and services your company offers?

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What are the 2 most important benefits you offer customers?

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What are the most common objections you receive from customers or prospects?

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Who are your major competitors in the market area?

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What are your major strengths compared to your competitors?

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State and national association memberships

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What do your people do right?

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What are your key weaknesses compared with your competitors?

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If you could change anything about your industry, what would it be?

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