

Pre-Program Questionnaire for Elizabeth Scala

It is important for me to know as much information as I can about your group so that I can tailor my presentation to best meet your unique needs. Thank you for putting into writing all of the details about your program vision. I look forward to creating a positive experience for you and your organization. Feel free to call me at (410) 929-0081 to go over these items if you have any questions at all.

Contact Information	
Your Name:	
Your Phone Number:	
Your Email Address:	
Organization:	

Event Information	
Event Title:	
Event Location:	
Event Date:	
Purpose of the Event:	
Theme of the Event:	

Audience Information	
Number of Attendees:	
Audience Attire:	
Male/Female Percentages:	
Age Range of Audience:	
Major Responsibilities or Job Titles of Audience:	
How well will audience members know each other?	
What other 'Key' People will be in the Audience:	

The Program			
<i>Please send a copy of the event agenda to Elizabeth that will be going out to attendees.</i>			
Start Time for Entire Program:		End Time for Entire Program:	
Start Time for Elizabeth's Presentation:		End Time for Elizabeth's Presentation:	
What takes place immediately before Elizabeth's presentation:			
What takes place immediately after Elizabeth's presentation:			
If there are other speakers, what are their topics?	Speaker Name & Topic:		
	Speaker Name & Topic:		
What time can Elizabeth access the room:			

Presentation Information	
What does the event theme mean to you?	
What are your objectives for this event?	
What are the current concerns/challenges facing your organization and specifically this group?	
Who has presented programs for your group in the past, and what did the program cover last year?	
Why did you choose this topic?	
If you were the one presenting this program, what's one message you would be sure to deliver?	
What action would you like people to take after this presentation?	

Event Travel and Lodging	
Closest Airport:	
Est. Travel Time from Airport to Event:	
Ground Transportation Arrangements: Will someone pick up Elizabeth from the airport or would you prefer we use a car service?	
Hotel Recommendation: Please indicate if you will make the lodging arrangements for Elizabeth or if you prefer we make them.	

Event Set Up			
Contact Person at the Event (name, number, email):			
If there is an emergency during travel, who can we contact (name, number, email):			
Emergency Back Up Contact (name, number, email):			
How will the room be set up:			
What time can Elizabeth access the room prior to the event:			
Who will introduce Elizabeth? (name, contact information, title)			
Will someone be using the LCD immediately prior to Elizabeth?			
Are you planning to record the program?	Audio:		Video:
<i>Please remember you must obtain permission before the event to record anything.</i>			
Are you serving food to the audience during the program?			
What type of handouts will be used? If you are using handouts, who should Elizabeth send the master copy to?			

Organizational Culture	
What changes have taken place in your organization/industry in the last few years and what changes do you anticipate in the near future?	
What are some of the "inside" jokes? What are some things I should definitely NOT talk about or poke fun at?	
What is unique about your group? (i.e., unusual hours, travel, red-tape, etc.)	
Please list any specific in-house language, jargon, projects, phrases/sayings, in-house buzz words, acronyms, or words applicable to your group that might be incorporated into the presentation.	
For ideas on issues and content, please provide the names and phone numbers of three people who will be attending the conference/meeting.	

Supplemental Learning Materials	
<i>Elizabeth is happy to offer a book-signing after the speaking engagement as it is an important part of the overall impact she will have on your attendees, and they love the opportunity to interact with her one-on-one and share their own stories! To facilitate this, Elizabeth can ship several boxes of her books, usually to arrive at the location of the event 1 or 2 days prior to her speaking.</i>	
Are you interested in purchasing copies of Elizabeth's book for your audience? (Bulk discounts are available)	
Name and Address for Shipping:	
Phone Number:	
Email:	
Date Books Are to Arrive:	

Follow Up After Presentation

In an effort to help sustain the ideas shared in Elizabeth's presentation and make them stick, we will be sending out 3 e-postcards (once a week) to all participants after the program. In order for us to be able to send out the e-postcards, we need the following information in an Excel spreadsheet with 3 columns:

Column 1 – First Name

Column 2 – Last Name

Column 3 – Email

(Please note: The list will not be used for any other purposes.)

Who will email the Excel spreadsheet with the information to Elizabeth within 2 days of your event?

Please list name, phone, and email:

You can send this email to support@elizabethscala.com within two days of the event.

Thank you so much for taking the time, effort and energy to fill this questionnaire out.

Please send completed copy to support@elizabethscala.com.

We look forward to working with you!