

**PowerTalk Seminars, LLC**  
**Communicating for Results!**

**Pre-Program Questionnaire**

This questionnaire is designed to assist us in preparing a customized program for your organization. Please answer as thoroughly as possible, and return within 10- 14 days.

Name of contact:\_\_\_\_\_

Title / Position:\_\_\_\_\_

Name of company / organization:\_\_\_\_\_

P.O. Box / Street address\_\_\_\_\_

City\_\_\_\_\_ State\_\_\_\_\_ Zip Code\_\_\_\_\_

Phone\_\_\_\_\_ Fax\_\_\_\_\_ E-mail\_\_\_\_\_

Web-site\_\_\_\_\_ Referred by\_\_\_\_\_

1. Date(s) and time of presentation\_\_\_\_\_

2. Length of presentation\_\_\_\_\_

3. Expected attendance number\_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_

5. Composition of audience:\_\_\_\_\_ % female\_\_\_\_\_ % male\_\_\_\_\_ ages

6. Meeting location:\_\_\_\_\_

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

Phone: (\_\_\_\_) \_\_\_\_\_

7. Name and Address of Hotel:\_\_\_\_\_

\_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

8. Closest airport:\_\_\_\_\_

9. Recommended mode of transportation to hotel\_\_\_\_\_

10. Recommended mode of transportation to meeting site\_\_\_\_\_

11. If problems/emergencies arise on the way to the program, whom should we  
contact?\_\_\_\_\_ phone#\_\_\_\_\_

12. What takes place immediately before and after this program?\_\_\_\_\_

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13. What is the theme of the meeting?\_\_\_\_\_

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14. What specific objectives / results do you seek from this program?\_\_\_\_\_

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15. How are you planning to reinforce the ideas presented after the program is over?

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16. What is the mission statement of your organization?\_\_\_\_\_

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17. What are your organizations strengths and/or successes? \_\_\_\_\_

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18. What are some current problems, challenges experienced by your organization?

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19. What changes have taken place in your organization/industry in the last few years?

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20. What changes do you anticipate in your organization/industry in the near future?

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21. What are the top challenges faced by people who will be in the audience?

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22. What is unique, special, or interesting about your group? \_\_\_\_\_

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23. Is there anything of significance that this group can be proud of accomplishing as a group? \_\_\_\_\_

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24. Please list any in-house marketing-specific language, jargon, phrases or words applicable to your group that might be incorporated into this presentation: \_\_\_\_\_

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25. What phrases or sayings do your executives frequently use? \_\_\_\_\_

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26. Are there sensitive issues or terms to avoid? \_\_\_\_\_

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27. Is there a particular "Message" you would like conveyed to the audience? \_\_\_\_\_

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28. Top people in the audience/organization to recognize or have “fun” ☺ with:

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

Title: \_\_\_\_\_

Reason: \_\_\_\_\_

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

Title: \_\_\_\_\_

Reason: \_\_\_\_\_

29. Will there be other speakers? If so, who are the other speakers and what are their topics?

Name: \_\_\_\_\_ Topic: \_\_\_\_\_

Name: \_\_\_\_\_ Topic: \_\_\_\_\_

Name: \_\_\_\_\_ Topic: \_\_\_\_\_

Is it possible to have one or two guests to sit in on the program? \_\_\_\_\_

May we video tape the program? \_\_\_\_\_

Vitalia can make her educational materials available so that the audience members may continue learning and growing. We can do this in three ways. May we “gently” offer and make available our books/tapes/products following the program? \_\_\_\_\_ Note: We will never “hard” sell. Please check the way that is best for you:

A> \_\_\_\_\_ Group purchase in advance for each attendee (at deep discount)

B> \_\_\_\_\_ Materials displayed at the back of the room during and following the presentation.

C> \_\_\_\_\_ Order forms for each attendee

**Please send the following information if available:** Meeting agenda, Newsletter, Other publications, (ie: copy of all memos, program announcements, brochures, and other promotional materials relating to this presentation so our presentation will be consistent with your promotion.) In addition, any annual reports, a company newsletter/paper/flyer and any key product brochures would be appreciated, if available. On the back of this form, please add names, e-mail addresses, and phone numbers of key contacts for tailoring presentation to the group needs. - Thank you.

**We don’t just “talk the talk,” we “walk the talk!”  
We look forward to helping you “Communicate for Results!”**

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