



Pre-Program Questionnaire

This pre-program questionnaire is to assist Impact!! Seminars Unlimited in preparation for Desi Williamson's presentation to your group. Desi's objective is to meet your specific needs in order to do this, we need your help! Please take a few moments to answer the questions below to the best of your ability. Feel free to provide any additional support information that will assist us in this effort i.e. corporate reports, news articles, publications, etc. Once completed, please return the form to Impact!! Seminars Unlimited in the manner you wish:

Fax: (952) 926-5100

Email: desiw@earthlink.net

Mail: Impact!! Seminars Unlimited, inc.
3940 Sunnyside Road
Edina, MN 55424

If you have any questions, call (760) 603-8110 Thanks!

General Company Information

Complete Official Company/Association Name:

Other name or acronym the company/group uses:

Mailing Address:

Phone: _____ Fax: _____

Email: _____ Website: _____

Company Slogan:

Presentation/Program Specifics and Objectives

Conference/Program Theme:

Specific Presentation Title:

Date: _____ Start Time: _____ End Time: _____ Length: _____

For all day training: When do you prefer the breaks/lunch to occur? _____

What is on the program just before Desi speaks?

What happens on the program right after he speaks?

Specific purpose of this meeting (awards banquet, annual meeting, training, etc.)

Specific objectives for Desi's presentation?

What would make Desi's presentation really "special" for your group?

What needs to happen as a result of Desi's participation for you to consider this event a success? (Please be as specific as possible.)

Sensitive issues that should be avoided?

Attendee/Audience Profile

Number attending? _____ % male: _____ % female: _____

Age range: _____ - _____ Avg. Age: _____ Spouses attending? _____

Average Annual Income: _____ Income range: _____ - _____

Average Educational Background: _____

Major job responsibilities of audience:

Average length of employment/association with company/group: _____

Circle one: Are attendees there **voluntarily** or is it **mandatory**?

If mandatory, how receptive are the attendees to this program? _____

Will the attendees have to **pay individually** or is it **company sponsored**?

Dress code for attendees? _____

Usual dress code? _____

Other relevant information

Background

Who are the other speakers in the program?

Speaker: _____

Topic: _____

Speaker: _____

Topic: _____

What speakers have you used in the past that covered topics related to the material Desi will be presenting for you?

Speaker: _____

Topic: _____

Speaker: _____

Topic: _____

Speaker: _____

Topic: _____

What did you like and/or dislike about these presentations?

(Without their names if you prefer, but please comment on the material used.)

Name the key executives that will be in Desi's audience. With your permission, we would like to contact them for more research information on your group.

Name: _____ Phone: _____

Name: _____ Phone: _____

Name: _____ Phone: _____

Details About Your *Audience*

Recent Achievements?

Problems/Challenges?

Breakthroughs?

What separates your high-performance people from others?

Details About Your *Organization*

Recent Achievements?

Problems/Challenges?

Breakthroughs?

Significant events (mergers, relocations, award, etc.)?

Details About Your *Industry*

Recent Achievements?

Problems/Challenges?

Breakthroughs?

Logistics

Introducer's name: _____ Title: _____

Note: An introduction can be provided upon request. Would you like one? **Y / N**

Is there any publicity work Desi can do for you while he is at your event? Please let us know in advance so we can arrange travel.

Will the presentation be taped? **Y / N** Audio? _____ Video? _____

(Please remember that we will need to give permission to tape Desi's presentation.)

If you wish, Desi will make his educational materials available to your audience, so that they may continue the learning process after the presentation. There are three ways this can be arranged. Please check the one that is the most appropriate for your group.

- 1. Group purchase in advance for each attendee, at wholesale price.
- 2. Materials made available at the back of the room after the presentation.
- 3. Brochures to order.

If you chose #2, please make sure that:

- Nothing will be scheduled immediately following Desi's presentation for at least twenty minutes.
- A table will be made available for Desi to place materials by the exit door or just outside the room.
- Someone from your group will be available to assist with sales.

Travel Information

Best airport to arrive at: _____

Recommended/Event hotel: _____

Address: _____

Phone: _____

How will Desi be transported from the airport to the hotel? _____

If picked up, company/contact name: _____

Phone: _____

Venue name (if different from hotel): _____

Address: _____

Phone: _____

Location at the site, room, etc: _____

Emergency contacts:

Name: _____ Title: _____

Business Phone: _____ Home Phone: _____

Pager: _____ Mobile Phone: _____

Name: _____ Title: _____

Business Phone: _____ Home Phone: _____

Pager: _____ Mobile Phone: _____

Thank you again for this opportunity to serve you.