

**Ford Saeks, Prime Concepts Group, Inc.**  
Keynotes • Seminars • Consultations

This questionnaire is designed to help us prepare a program that is specifically tailored to the needs of your group. Please answer all the questions, and return the form to our office. Fax 316-942-5313 Thank You.

**Special Request:** Please send me as much information as possible to help increase my understanding of your organization. This includes website links, newsletters or other information you feel would be of value.

Client: \_\_\_\_\_ Event Date: \_\_\_\_\_

Nearest airport from hotel and speech location: \_\_\_\_\_

If problems/emergencies arise on the way to the program, who should I contact: Name \_\_\_\_\_

Business # (\_\_\_\_) \_\_\_\_\_ Home # (\_\_\_\_) \_\_\_\_\_ Cell or pager # (\_\_\_\_) \_\_\_\_\_

**1. AUDIENCE ANALYSIS INFORMATION: (If a public program, just estimate.)**

- a) Number of attendees? \_\_\_\_\_ % Male? \_\_\_\_\_ % Female? \_\_\_\_\_ Spouses invited? Yes No
- b) Average age of group? \_\_\_\_\_ Range of age? \_\_\_\_\_ to \_\_\_\_\_
- c) Major job responsibilities of audience members? \_\_\_\_\_
- d) What are the names/titles of the top people who will be at the meeting?  
\_\_\_\_\_

**2. THE PROGRAM ITSELF: (in addition to what we've discussed)**

- a) What are your specific objectives/results for my session? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- b) Are there any issues/topics in particular that you think I should discuss during the program?  
\_\_\_\_\_  
\_\_\_\_\_
- c) Key issues to avoid (if any): \_\_\_\_\_
- d) What is the **purpose of this meeting** (annual meeting, awards, etc.)? \_\_\_\_\_  
\_\_\_\_\_
- e) Name and title of my introducer: \_\_\_\_\_
- f) **Starting** times for: My program \_\_\_\_\_ Entire program \_\_\_\_\_
- g) **Ending** times for: My program \_\_\_\_\_ Entire program \_\_\_\_\_

- h) What takes place before my program (speaker, meal, workshop)? \_\_\_\_\_
- i) What takes place immediately after my program (break / another speaker / nothing, etc.)  
\_\_\_\_\_
- j) If other speakers are on the program with me, who are they and what are their topics?  
\_\_\_\_\_

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**3. GENERAL BACKGROUND INFORMATION:**

- a) What are the **top three challenges** faced by the people who will be in my audience?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- b) What do you consider the **three greatest strengths** of people attending my session?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- c) What do you consider the **three greatest weaknesses** of people attending my session?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- a) What areas of their **work performance are in need of improvement**?  
\_\_\_\_\_  
\_\_\_\_\_
- b) What are some of the current **problems experienced by your industry / organization**?  
\_\_\_\_\_
- c) What are the most **significant events** to have occurred in your industry / organization / group during the past year? (e.g., expansion, relocation, reduction in force, new laws, etc.)  
\_\_\_\_\_
- d) Please share with me any “industry color” (i.e., promotions, unusual regulations/policies, Murphy’s Law in action...) \_\_\_\_\_
- e) When your people depart from this presentation, **what ONE thing** do you want to be uppermost in their minds? \_\_\_\_\_

*Return completed form to: FAX: 316-942-5313*