

## Liz Fletcher Brown's Pre-Program Questionnaire

This questionnaire is designed to help Liz create the best program possible for your audience. Please answer all the questions that are relevant for you and pass over any that do not apply.

You can complete this online and save it to your computer. Please return this questionnaire via email to [info@lizfletcherbrown.com](mailto:info@lizfletcherbrown.com) or mail to Liz Fletcher Brown, PO Box 346, Davidsonville, MD 21035

If you've any questions at all please don't hesitate to contact Liz at 410-798-5745.

### A. Key Contact Information:

This form is completed by \_\_\_\_\_

Primary contact for Liz:

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

Preferred phone #: \_\_\_\_\_

E-Mail: \_\_\_\_\_

How did you hear about Liz?: \_\_\_\_\_

What is your primary reason for hiring Liz?

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

Primary on-site contact in case of emergency the day before or the day of the event:

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

Cell Phone #: \_\_\_\_\_

E-Mail: \_\_\_\_\_

### B. The Event

1. Name of Company or Organization: \_\_\_\_\_

2. Name of Event (National, Regional, Quarterly etc): \_\_\_\_\_

3. Event date(s): Begins \_\_\_\_\_ Ends \_\_\_\_\_

4. Event location: \_\_\_\_\_

5. Event theme: \_\_\_\_\_

6. Overall objective or goal of event: \_\_\_\_\_

7. Name and topics of other speakers on the program:

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

### C. Your Audience

1. Approximate number in attendance: \_\_\_\_\_
2. % Male \_\_\_\_\_ % Female \_\_\_\_\_
3. Average age: \_\_\_\_\_
4. Are spouses invited to attend the session?      Yes      No
5. How would you describe your audience in general?  
\_\_\_\_\_  
\_\_\_\_\_
6. Who will be attending? (please provide titles i.e. managers, executives, independent business owners, employees, customers etc) \_\_\_\_\_
7. What are their main responsibilities?  
\_\_\_\_\_  
\_\_\_\_\_
8. What are their biggest challenges and biggest stressors?  
\_\_\_\_\_  
\_\_\_\_\_
9. How well do they react to an interactive session? i.e. getting up and moving  
\_\_\_\_\_  
\_\_\_\_\_

### D. Liz's Program:

1. Date that Liz is speaking: \_\_\_\_\_
2. Meeting start time: \_\_\_\_\_ end time: \_\_\_\_\_
3. Liz's program start time: \_\_\_\_\_ end time: \_\_\_\_\_
4. Name of person introducing Liz: \_\_\_\_\_
5. Program function:  
    General session keynote      Breakout session or workshop      Other (please explain below)  
\_\_\_\_\_  
\_\_\_\_\_
6. What happens immediately before Liz speaks? \_\_\_\_\_
7. What happens immediately after Liz speaks? \_\_\_\_\_
8. Liz's program topic is: \_\_\_\_\_
9. Why did you choose this topic? \_\_\_\_\_
10. What are your three most important objectives for Liz's program?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
11. What is the single most important action step you would like participants to take as a result of this program? \_\_\_\_\_
12. Are there any sensitive issues that Liz should avoid?  
\_\_\_\_\_
13. Are there any specific messages that you would like to Liz to incorporate into her program?  
\_\_\_\_\_  
\_\_\_\_\_

## E. General Background Information about Your Organization or Company

1. What is your organization's website? \_\_\_\_\_
2. What is your organization's mission statement or overall philosophy?  
\_\_\_\_\_
3. Briefly describe your organization.  
\_\_\_\_\_  
\_\_\_\_\_
4. What are your primary products or services? \_\_\_\_\_
5. Who is your organization's target market? \_\_\_\_\_
6. In your industry, how do you refer to your customer? (i.e. patient, client, supplier, vendor, purchaser, buyer, customer) \_\_\_\_\_
7. Is there any specific language or industry jargon that Liz should familiarize herself with?  
\_\_\_\_\_
8. Are there any major changes currently affecting your industry?  
\_\_\_\_\_  
\_\_\_\_\_
9. What are the biggest challenges your organization is currently facing?  
\_\_\_\_\_  
\_\_\_\_\_
10. Is there anything different or unique about your group that you would like to share?  
\_\_\_\_\_  
\_\_\_\_\_

## F. Travel and Lodging Logistics

*If the event is being held at a hotel, please reserve a king sized non-smoking room for Liz. Hotel reservations are to be billed directly to the client. If the event is not being held in a hotel our office will make reservations unless alternate arrangements have been made by client.*

1. The closest airport is \_\_\_\_\_
2. The approximate travel time from the airport to the event location is \_\_\_\_\_
3. Will someone meet Liz at the airport or has alternative ground transportation been arranged? If she is being met, by whom and where? \_\_\_\_\_
4. The location / address where the event will take place is  
\_\_\_\_\_
5. The specific location where Liz will present her program is (floor, room...)  
\_\_\_\_\_
6. Liz's hotel (name, address and phone number), if not at the event location is  
\_\_\_\_\_
7. The confirmation number for Liz's reservation is \_\_\_\_\_
8. The estimated travel time from the hotel to the event location (if different from the hotel) is  
\_\_\_\_\_
9. Ground transportation from hotel to event location will be  
\_\_\_\_\_

## G. Event Logistics

1. What is the best time for Liz to do an AV check? \_\_\_\_\_
2. When Liz arrives at the event location where and when should she meet you?  
\_\_\_\_\_  
\_\_\_\_\_
3. May Liz videotape her program for own use?      Yes      No
4. May a guest sit in on this program?              Yes      No

### Audio Visual Requirements for Keynote Presentations

1. Liz travels with her own CountryMan over-the-ear microphone and Sennheiser receiver, which can be plugged into just about any sound system. Because she moves around a lot in her keynotes and incorporates dance this will ensure that participants get the best sound quality.
2. It's important that everyone can see Liz, so she prefers to be on a stage or riser (at least 6' by 12'), and well lit. When not available, please make sure there is plenty of space at the front of the room that is well lit and Liz will present from there.
3. Please remove podium or lectern from the stage, or move it to the back and side of the stage.

Can these arrangements be made?      Yes      No

### Audio Visual Requirements for Breakout Sessions or Workshops

1. Liz travels with her own CountryMan over-the-ear microphone and Sennheiser receiver, which can be plugged into just about any sound system. For breakout sessions or workshops *only*, she will be happy to use your wireless lavalier or over-the-ear microphone if you prefer. Microphone not required for groups of 25 or less.
2. LCD projector required for some programs. Check with our office.
3. PC with Microsoft PowerPoint and remote control required for some programs.
4. Flip chart with self sticking pad with one black, and some colored markers.
5. Full house lights preferred.

Can these arrangements be made?      Yes      No