



THE CANFIELD TRAINING GROUP  
MAXIMIZING HUMAN POTENTIAL<sup>SM</sup>

Pre-Program Questionnaire

Group Name:

Date of Event:

*All questions may not apply to your group, so please fill out what is appropriate.*

1. What is your conference theme?
  
2. What are your specific objectives for the Brent's presentation?
  
3. What are sensitive issues that should be avoided?
  
4. Time frame of presentation:  
Approximately from            am/pm to            am/pm
  
5. What takes place immediately before and after the Brent's presentation?
  
6. Who are other speakers on the program (if any)?
  
7. What professional speakers have you used in the past?
  
8. What did you like/dislike about their performance?  
*(list what you remember the most and if you'd like to delete or repeat for your audience)*

9. How many audience members do you anticipate?

10. Is this a specialized group or general public?

If specialized, please explain details.

11. Please list (3) items you believe the Brent should know before addressing your group:

1.

2.

3.

12. What are the most significant events that have occurred in your industry, organization, school, and/or group this year?

13. Audience demographics:

Size:

Percentage of men:           %

Percentage of women:       %

Spouses: yes no

Average age of group?

Average income of group \$

General description of attendees:

14. What is your #1 goal for your audience? (*the most important question*)

15. Please provide a brief description of your organization and what you do:

## **LOGISTICS**

16. Who is in charge of the logistics and his/her cell/phone number and email?

17. What is the name of the car service, phone and confirmation # for pickup/drop of?

18. How far is the airport from the hotel or event venue?

19. Who is the AV contact for your group and his/her cell and email?

20. Is it possible to get the dimensions of the AV screens so Brent can customize his slides to fit the screens?

21. Is there a scheduled AV check for Brent, if yes what time and where at the venue?

*PLEASE NOTE: Brent has his laptop up on stage with him and controls his slides during his presentation. Please make sure to provide any special instructions to Brent on this questionnaire so he understands your setup (our AV sheet provides more detailed information)*

22. What is the name of the hotel, address, phone and confirmation # for Brent's stay

23. What is the name of the event venue, if different than the hotel? Address/phone?

24. What is the name of the room Brent is speaking in?

25. Will you be featuring Brent's books at your event by hosting a bookstore?

26. Are you planning to purchase copies of Brent's books to give to your attendees?

27. What is your protocol when your speakers sell educational materials at your event?

28. Is Brent able to provide a product order form to your attendees?

29. Can we discuss how the forms will be handed out and retrieved at your event?

30. Is Brent allowed to mention he has an order form for your group from the stage?

31. Will you have volunteers with your group available to assist Brent?