



CLIENT PRE-PROGRAM QUESTIONNAIRE

NAME OF CLIENT OR GROUP: _____

PROGRAM TOPIC: _____

DATE: _____

This questionnaire will enable Misti to tailor her presentation to the specific needs of your group. Please answer all questions as completely as possible, but feel free to skip those which would duplicate a previous answer or which might be irrelevant to your group.

Please include whatever printed information is available which you feel would help Misti understand your organization's people, products/services and industry. Misti would rather have too much information than too little. This could include:

- Meeting Specific - agenda, promotional brochures, etc
- Annual report
- Newsletters - print or digital
- URLs related to your organization and meeting
- Advertising, product literature & other promotional materials
- Current articles about your organization
- Trade publications
- Any other pertinent information

The purpose of this questionnaire is not to create additional work for you, but to significantly increase the value of the program for your people.

THANK YOU!

2 Ways to Complete this Form

1. Fill out this form on your computer
 - a. Save it to your hard drive giving it a unique file name
 - b. Email it as an attachment to mb@mistiburmeister.com
2. Print out this questionnaire
 - a. Complete it by hand
 - b. Fax it back to mb@mistiburmeister.com

Client Contact Information

1. Name: _____ Title: _____
2. Address: _____
3. Office phone: _____ Cell: _____
4. Email: _____ Website: _____

Logistics

5. Meeting location: _____
6. Address: _____
7. Phone: _____
8. Meeting room: _____
9. Closest airport: _____
10. Distance from airport in miles: _____ and minutes: _____
11. Misti's hotel name and location: _____
12. Address: _____
13. Phone: _____
14. Confirmation number: _____
15. Distance from meeting location in miles: _____
and minutes: _____

Lodging requirements

- Please reserve a king bed, non-smoking room, as far away from elevator and traffic noise as possible for the night prior to the event
- Guarantee for late arrival
- Direct bill room and tax to master account
- Misti usually arrives the night prior to her presentation and will depart after her presentation. We will email you her itinerary prior to the meeting.

16. Airport to hotel to return:

If someone will be meeting Misti at the airport:

Who: _____

Where: _____

17. If no one is meeting Misti at the airport, what is the best way to get to the hotel?

taxi arranged car service other: _____

The Meeting

18. Meeting start time: _____ End time: _____

19. Misti's program start time: _____ Misti's end time: _____

20. Meeting attire:

business casual business formal other: _____

21. What happens before and after Misti's talk?

22. Who will introduce Misti? Name: _____ Title _____

23. Meeting theme:

24. Specific purpose of meeting:

25. Top 3 objectives for Misti's presentation:

1.

2.

3.

26. Are there any sensitive issues to avoid?

27. Are there any key messages you would Misti to reinforce?

28. Audience analysis

Number of attendees: _____ Female %: _____ Male: _____

Age range: _____ to _____ Spouses invited: y / n

29. General description of audience:

30. What other information should Misti know about the audience?

Other Resources

Books & Tapes:

Clients are often interested in providing a learning resource or gift to attendees such as a book, audio or video file to extend the value and impact of Misti's presentation. Would you be interested in discussing this option? Y / N

How can we support your event?

Please talk to Misti about how she can provide your audience with additional material to help continue the message.

Water Cooler Wisdom:

Misti publishes a weekly newsletter on Provoking Greatness. In each email, Misti provides clear and actionable steps to improving your ability to provoke greatness. Each post is typically paired with a recent story to give the actions context.

To subscribe your group, simply send us a list of email addresses to the attention of mb@mistiburmeister.com. Subscriptions are free and you can unsubscribe at any time. We adhere to strict privacy policy.

Subscribers can go to MistiBurmeister.com to sign up.

Web Links:

Please feel free to create links from your website to ours if you'd like to introduce your group to Misti prior to her presentation. Some useful links include:

Website - MeasurableGreatness.com

Resources - <http://measurablegreatness.com/free-stuff/>

Books - <http://measurablegreatness.com/books/>

Blog - <http://measurablegreatness.com/blog/>

Social Media:

Facebook - <http://facebook.com/MistiBurmeister>

Twitter - @MistiBurmeister

LinkedIn - <http://linkedin.com/in/Mistiburmeister>