



BILL
HOGG
& ASSOCIATES

Energizing Your Audience

To better understand your audience, this questionnaire is a valuable aid in customizing Bill's presentation for your audience. Please take the time to fill out all of the applicable questions about your audience. (Not every question is applicable!)

Bill would also appreciate any additional information you feel would be helpful. The more information Bill has, the more relevant and impactful the presentation or workshop.

It would also be helpful to have any of the following that are available:

- The agenda that includes Bill's presentation
- Any past agendas from similar meetings
- Brochures about your company, products and services
- Information you are sending the attendees of the meeting: brochures, promotional materials, etc.
- Vision, Mission, Values, Philosophy
- Annual Report (executive summary, pg 2-3)
- Newsletters, trade journals, magazines
- Service/Product Brochures, Advertising
- Recent Press clippings
- Employee handbook or orientation Package
- Letters from customers or suppliers (good and bad)

Thank you very much, and we look forward to working with you!

Event Details

Name of company/organization/association:

Name of person completing this questionnaire:

Phone number (and extension):

Date of Event:

Start time of Bill's program:

End time of Bill's program:

Presentation Site:

Address:

City, Province, Postal Code:

Phone #:

Travel Arrangements:

Arrival Date:

Closest airport:

Flight arrangements: Bill usually makes his own air reservations.

Hotel Accommodations:

Address:

City, Province, Postal Code:

Phone #:

Hotel confirmation number:

Ground Transportation: Bill usually takes a cab unless other arrangements are made.

How will the audience be seated?

- Theatre
- Classroom
- Round tables
- Other (please specify)

Who is responsible for room set up? Audio/Visual set up?

Audience Profile

1. Audience size:
2. Are spouses invited?
 Yes
 No
3. Percentage of males/females?
___ % Males
___ % Females
4. Average age of attendees? Age range?
5. What is the educational background of the audience?
6. Where does the audience come from geographically?
7. Please describe the audience. What are the major job responsibilities, titles, etc. (This is very important)?
8. Who are the customers of the audience?
9. Please list the names of key company executives (and their position) who will be attending the meeting.

The Meeting

1. What is the “theme” of your meeting? Why was it chosen?
2. What is the reason/purpose/goal for this meeting? (Annual sales conference, industry meeting, incentive program, etc.)
3. What are your Key Objectives
4. What are three things you want people to remember when Bill’s presentation is completed? (This is VERY important!)

12. Who has spoken in the past and on what subjects?

13. What have you liked about past speakers (professional speakers, company executives, industry experts)? Can you offer any suggestions to make this the best presentation your audience has ever heard?

14. What have you disliked about past speakers?

About Your Organization

1. What major products/services does your organization provide?
2. Who are your clients?
3. Major competitors or threats?
4. Major challenges facing your industry and organization?
5. Please describe your current culture?
6. How many employees in your organization?
7. Is there anyone else in the organization Bill should contact for more information to customize this program?
8. Please describe in one or two sentences what your company or organization does.

9. Who is your competition and why should a customer buy from you over your competition? What makes you special, unique, etc.?

10. What are the 3 most important things I should know about your organization?

11. What are the three greatest accomplishments your company has had this year?

12. Are there any objections, problems, concerns or confrontations the audience is dealing with in their jobs or with what they sell?

13. In case there are any other questions or additional research Bill might need, could you please list the names, titles and phone numbers of two more people who might help?

14. What are the two or three best books written about your industry?

15. What question(s) have we neglected to ask that would help Bill better understand your company, association or industry?

Questionnaire completed by;

Name:

Title:

Role:

Business Phone:

Email:

In case of emergency, who should Bill contact?

Name:

Business Phone:

Cellular Phone:

Home Phone:

Pager:

Thank you for making the time to complete this questionnaire