

Psychologically Speaking... With Dr. Jack Singer

www.drjacksinger.com

Pre-Program Questionnaire

This questionnaire is designed to help Dr. Jack prepare the BEST possible, customized presentation for your audience!

Name of Group: _____

Date of Event: _____

Your Name: _____

Your Email: _____

Your Website: _____

Title: _____ Phone: _____

Fax: _____

Best time for Dr. Jack Singer or Representative to reach you: _____

I. YOUR PROGRAM

1. What is the meeting/conference theme?

2. What are the overall objectives/goals of this meeting or conference?

3. What are the specific objectives for Dr. Jack's presentation?

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4. What themes/threads (other than the primary topic of Dr. Jack's program) would you like to see woven into the program?

5. Are there any "seeds" you would like Dr. Jack to plant?

6. What is your organization's mission or philosophy?

7. What type of meeting is it? (Annual meeting, awards ceremony, sales kick-off, etc.)

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8. Who (if anyone) is on the program just before Jack and what is their presentation topic?

9. Who (if anyone) is on the program right after Jack and what is their presentation topic?

10. Which company/association executives and/or industry experts will be speaking at this meeting?

11. Do you have some top people in the audience you would like Jack to recognize or to "poke fun" at?

Name:

Title:

Reason:

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II. THE PRESENTATION

1. What is Dr. Singer's role in your program? (Opening or closing, keynote, breakout, etc.)

2. What are the exact times for Jack's presentation?

Start Time: _____ End Time: _____

3. Who will be introducing Jack to your audience?

_____ Title _____

4. How will most of the audience be dressed?

5. If applicable, how will the executives be dressed?

6. How would you prefer Jack to be dressed? (Suit and tie; sport coat and open collar shirt, other)

7. What is most important to you concerning the content of Jack's program? (i.e., interactive exercises, demonstrations, having fun, handout, etc.)

8. What is most important to you in the working relationship with Jack?

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9. What phrases/sayings do executives frequently use?

10. Please list any in-house marketing-specific language, buzz words, jargon, phrases or words applicable to your group that might be incorporated into Jack's presentation.

11. Specifically, what "local color" could Jack use in his presentation? (This could be anything, such as a new company/organizational policy, a local drinking place, poor food, something funny that happened at the last conference, an achievement of a top official in your organization.)

12. Are there any sensitive or taboo topics/issues/terms Jack should be aware of?

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13. When your people leave the program, what three concepts/skills/ideas/"how-to's" would you like them to have?

A. _____

B. _____

C. _____

III. THE AUDIENCE

1. Anticipated number of attendees: _____

Will spouses be in attendance? _____

2. % female: _____ % male: _____

3. Age range: _____

4. Average educational level: _____

5. Typical job responsibilities:

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6. Are there any individuals Jack should publicly recognize and why?

7. What is unique about your group? (e.g., seasonal work-flow, special clientele, unusual hours, travel, red tape, communications, diversity, etc.)

IV. BACKGROUND

1. What separates your high-achievers from the others?

2. What are some of the challenges your organization and your people/members face on a day to day basis?

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3. What areas of challenge pose the greatest opportunity for improvement?

4. What are the most significant events/changes that have occurred, and that have affected, your organization/association/industry or audience during the past year (i.e. mergers, downsizing, etc.)?

5. What changes do you anticipate in your organization/association/industry in the near future?

6. What are some specific problems/ breakthroughs/ challenges/ achievements or triumphs in your organization/association/industry that you can share? (Especially anything of significance that this group can be proud of accomplishing as a group)

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7. What is the primary product or service that your organization/association/industry offers?

8. What are the two most important benefits you offer to your members?

A. _____

B. _____

9. What is unique about your organization/association/industry?

10. Is there is a special program or project you are currently conducting within your organization or department, please briefly describe its name, nature and any accompanying slogans.

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11. Please name two key people in your group that will be at the program. With your permission, Jack may want to contact them to discover more information about your group.

Name / Title/Telephone #

#1. Name: _____ Title: _____ Phone: _____

#1. Name: _____ Title: _____ Phone: _____

V. LEARNING TOOLS

Most audiences want something to help them continue learning after the presentation. What do you prefer? (Please check all that apply)

- Audio Tapes
- Books
- Video Tape
- Handout (no charge)

How do you wish to handle these? (Please check all that apply)

- Purchase at quantity discount to distribute to participants at the event?
- Offer learning materials to participants for purchase at the event?.
- Provide a handout master? (No charge)
- Jack may offer his books/tapes for sale following the presentation.
(NOTE: He will never "hard sell.")

VI. LOGISTICAL INFORMATION

1. Hotel Name & Address:

Phone:

Fax:

2. Hotel Confirmation Number:

3. Name of meeting room:

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4. Into what airport should we schedule Jack's flight?

5. How far is the hotel from the airport?

6. How should Jack travel to the hotel? (take cab, rent car, driver will pick up, etc.)?

7. Would you like Jack to notify someone after he arrives at the hotel? If so, whom shall he contact?

Name: _____ Phone: _____

8. Contact at meeting site:

Name: _____ Title: _____ Phone: _____

Contact's on site arrival date: _____

9. Are there any pre-meeting engagements that Jack can attend to get acquainted with the audience? (i.e. evening before event, or breakfast or lunch) If so, where and when are they scheduled?

Please send us a copy of the meeting program, agenda, any recent company/association newsletters, memos or flyers or other promotional materials relating to Jack's presentation so Jack's presentation will be consistent with your promotion. In addition, any annual reports, an organizational chart, a company/association newsletter/paper/flyer and any key product brochures will be appreciated, if appropriate.

THANK YOU SO MUCH FOR HELPING JACK TO DEVELOP THE BEST PROGRAM YOUR PEOPLE HAVE HAD IN YEARS!