

# Pre-Program Questionnaire

This questionnaire is designed to help us prepare a program that is specifically tailored to the needs of your group. Please send us as much information as possible to help increase the understanding of your organization. Please take a moment to fully answer the questions below and return the form to our office via fax at (416) 492-6640 or email me at [francesca.dipasquale@mhs.com](mailto:francesca.dipasquale@mhs.com)  
Thank you.

## 1. AUDIENCE ANALYSIS INFORMATION:

- a) Number of Attendees? \_\_\_\_\_ Spouses Invited? Yes \_\_\_\_\_ No \_\_\_\_\_
- b) Number of males? \_\_\_\_\_ Females? \_\_\_\_\_
- c) Average age group? \_\_\_\_\_ Range of age? \_\_\_\_\_
- d) Major job responsibilities of audience members? \_\_\_\_\_
- e) What are the names/titles of your top people who will attend the program?  
\_\_\_\_\_

## 2. THE PROGRAM ITSELF:

- a) What is your specific objective for the session? \_\_\_\_\_  
\_\_\_\_\_
- b) Are there any issues/topics in particular that you think should be discussed during the program?  
\_\_\_\_\_  
\_\_\_\_\_
- c) Any topics/issues to be avoided (if any): \_\_\_\_\_  
\_\_\_\_\_
- d) Name and title of Dr. Stein's introducer: \_\_\_\_\_
- e) Date of the program: \_\_\_\_\_
- f) Starting time of the program: \_\_\_\_\_ Ending time: \_\_\_\_\_
- g) What takes place before Dr. Stein's program (speaker, meal, workshop)? \_\_\_\_\_  
\_\_\_\_\_
- h) What takes place after the program (break, speaker, nothing, etc.): \_\_\_\_\_  
\_\_\_\_\_
- i) If other speakers are on the program with Dr. Stein, who are they and what are their topics?  
\_\_\_\_\_  
\_\_\_\_\_
- j) Specify the city, hotel and meeting room in which the program will take place: \_\_\_\_\_  
\_\_\_\_\_
- k) Do you have any suggestions to help us make this program your best ever? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 3. GENERAL BACKGROUND INFORMATION:

- a) What do you consider the primary strengths of your organization/people?



g) When your people depart from this presentation, what ONE thing do you want to be uppermost in their minds?