

Sheree's Pre-Event Questionnaire

Thank you for taking the time to supply this information. The more prepared we are, the better we can serve you and personalize the message. This is a guideline of information we need from you. Please answer these questions and return this information as soon as possible. Please do not hesitate to contact us at any time at 216-400-7791 or Sheree's personal mobile telephone number at 216-534-2116.

Name of organization: _____

Planner's name: _____ Telephone: _____

Email address: _____ Fax: _____

Program

Program Date: _____ Start Time: _____

Address: _____ City/State _____

Start time of Sheree's presentation: _____ Length (total minutes): _____

Program objectives:

Theme and title: _____

Name and title of Sheree's introducer: _____

How should Sheree dress for her presentation? _____

What is Sheree's role in the program (opening or closing keynote, luncheon speaker)? _____

Audience

Demographics:

Size of audience: _____

Men %: _____

Women%: _____

Age range: _____ to _____

Spouses present: ____ Yes ____ No

Tell us more about your organization and who will be attending:

What or who is your target market?

Who in the audience should Sheree take special note of:

Name: _____ Reason: _____

Name: _____ Reason: _____

Name: _____ Reason: _____

List three (3) important things Sheree should know about this audience.

1. _____

2. _____

3. _____

List what you are proud of as it relates to this audience:

Background

What is the biggest frustration you face (they face) that relates to my topic:

List the biggest challenge facing this audience/industry:

Why did you choose Sheree for your program?

Given Sheree’s area of expertise, what thoughts would you like conveyed by her to your audience (i.e., main concept, information, how to knowledge, etc.)? How do you want the attendees to feel after hearing Sheree?

Do you have three (3) key points you want stressed in her presentation?

Who else is speaking at this event?

Who spoke last year and what did you like most and like least?

What is happening *before* Sheree speaks?

What is happening *after* Sheree speaks?

Are there any buzzwords or terms Sheree should be aware of?

Would you like Sheree to participate in any scheduled promotional functions for your event?

_____ Yes _____ No

If yes, what time: _____ Location: _____

Event: _____ Dress: _____

Learning tools

Please visit our web site for books and upcoming products. Most audiences want something to help them continue learning after the presentation.

Which do you prefer:

_____ Purchase at quantity discount to distribute to participants at event.

_____ Offer learning material for purchase at the event.

_____ Allow participants to order their own materials

Travel Information

Into what airport should we schedule Sheree’s flight? _____

How far is the hotel from the airport? _____

Name of person who will pick up Sheree from the airport _____

Cellular: _____ Check: _____ baggage claim _____ gate

Logistical Information

Hotel name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Hotel confirmation number: _____

In case of emergency or flight delays who and where do we call?

Campus Services/Department Information

Radio station contact number: _____

Campus Newspaper Contact: _____

TV broadcasting studio contact: _____

Will an audio/video crew be on site? Yes _____ No _____

Contact person: _____

Phone: _____

Email: _____

Miscellaneous

*Please provide an autograph table and assistant.

Feel free to link our web site to your online information about your meeting:
www.shereesmirrorproject.com

Upon completion, please mail the answers to these questions to:

Sheree's Mirror Project
PO BOX 35565
Cleveland, Ohio 44135

Or you may also send this information by email to: info@shereesmirrorproject.com. We certainly look forward to working with you.