

PRE-PROGRAM QUESTIONNAIRE

Program Date(s): _____ **Time(s):** _____

Program Title(s): _____

Organization: _____

Please help us maximize the results of this program. This questionnaire is designed to help Paul Karasik prepare for the best possible presentation.

It would be of help if you would complete as many of the questions that are applicable to your group, then please return the questionnaire as soon as possible.

A. THE PROGRAM AND AUDIENCE

1. What is the specific purpose and/or theme of this meeting?

2. What are the specific objectives to be gained from my session(s)?

3. What is the philosophy/mission statement for your organization?

4. What are some of the challenges faced by the individuals in the audience, and what are some current challenges experienced by your organization?

5. What is your organization greatest accomplishment during this past year?

6. Audience description. Number of participants _____ Average Age _____

% Men _____ % Women _____ Number of spouses _____

7. What are the job titles of the individuals in the audience?

8. What three things should Paul know about this audience before addressing them?

1. _____

2. _____

3. _____

8. Previous professional speakers used:

Name: _____ Topic: _____

Name: _____ Topic: _____

9. What takes placed immediately before and after Paul's program (meal break another session/speaker)?

Before _____ After _____

10. Who is the person that will be introducing Paul?

Name: _____ Title: _____

B. YOUR ORGANIZATION

1. President/ Executive Director

Name: _____ Exact title: _____

Phone: _____ E-mail address: _____

2. VP of Sales and Marketing

Name: _____ Exact title: _____

Phone: _____ E-mail address: _____

3. Sales Training Manager

Name: _____ Exact title: _____

Phone: _____ E-mail address: _____

4. Senior Executives who will be attending this meeting:

Name: _____ Title: _____ Phone: _____

Name: _____ Title: _____ Phone: _____

Name: _____ Title: _____ Phone: _____

5. What internal sales training do you provide the members of your organization?

6. Would you like information regarding Paul Karasik's learning materials to reinforce the important strategies in his programs?

() Yes () No

7. What recent accomplishments would you like to celebrate at this meeting?

C. LOGISTICS

1. Whom should Paul contact upon arrival at meeting site?

Name: _____ Phone: _____

2. Nearest airport _____

3. Meeting site: _____

Street address: _____

City/State/Zip: _____

Phone: _____

Meeting room: _____

3. Hotel where Paul will be staying, if different than the meeting site:

Hotel: _____

Street address: _____

City/State/Zip: _____

Phone: _____

Audio-visual company contact: _____

Phone: _____ Fax: _____

D. IMPORTANT INFORMATION WE NEED

1. Annual Report /brochures and information about the organization
 2. Mission/ vision/ values statement for the organization
 - * 3. Meeting agenda
 - * 4. All promotional mailings for the meeting. (Please put Paul on the mailing list for the meeting.)
- * These items are critical

If you have any questions, or would like to discuss anything over the phone, please feel free to call and set up a conference call with Paul. Call: (310) 545-4994

Thank you very much for your confidence in our organization. We are looking forward to exceeding your expectations.

Please fax your completed questionnaire to (310) 545-2346

Mail the above materials to:

Paul Karasik
The Business Institute
3416 Alma Ave.
Manhattan Beach, CA 90266