



Donna's Pre-Program Questionnaire

Our Director of Delight will schedule a time for you and Donna to talk prior to the development of her presentation. Here are some of the questions she may ask. Every situation is different, so not all questions will apply.

Audience Profile Questions:

1. How large is the audience?
2. Are spouses invited?
3. Percentage of males and females?
4. Please describe the make-up of your audience in terms of the positions they hold and what they do in the industry/your company.
5. Who are the customers of this audience?
6. Who are the red-carpet service stars in this audience? Who has won awards for their service or their employee engagement?
7. Please tell us the names and positions of key company executives or board members who will be attending this meeting.
8. What are some of the things customers of attendees do that are the "pet peeves" of your audience?
9. Any other pet peeves?
10. Any inside jokes?

Questions about the Meeting

11. What is the reason/purpose/goal for this meeting? (annual sales conference, industry meeting, incentive program, etc.)
12. Tell me about the other speakers at the meeting.
13. What have speakers done in the past that you liked?
14. What have speakers done in the past that you didn't like?
15. What are the three things you hope people will walk away thinking differently, saying differently, and doing differently? What do you want them to remember when Donna is done?
16. How, specifically, will you know that Donna's presentation was a success?
17. What is the theme of the meeting?
18. What takes place immediately before and after Donna's presentation?
19. Can you offer any suggestions to make this the best presentation your audience has ever heard?
20. Are there any issues that should be avoided? Any sensitive subjects?
21. What will be the appropriate attire for attendees and how would you like Donna to dress?
22. Is there anything memorable (funny) that has happened at this event in recent years?

About Your Company/Association

23. What is your Mission statement? Do you have core values? How well are they known by your employees/members?
24. What differentiates you from your competition?
25. Who are your top 3 competitors?
26. What are the 3 most important things I should know about your organization?
27. What websites should I be visiting to learn more about you?
28. Have you or your employees won any major awards recently?
29. What would you like me to know about your company/organization?

Tell us about you

Here are just a few fun questions to help us get to know you better. Who knows? We may use them to surprise you someday! (Please answer only as you feel comfortable.)

30. When's your birthday? (I don't need the year – just the month and day)
31. What was your first concert?
32. What's your alma mater?
33. Favorite hobbies?
34. Favorite snacks?
35. Favorite flowers?
36. Favorite book genre?
37. Favorite movie genre?
38. Favorite sports team?
39. Favorite celebrity?
40. What cause/charity are you passionate about?
41. Do you have pets?
42. What else can you tell us? What's unique about you?
43. If you could do anything in the world, you would....
44. If you could travel anywhere in the world, you would...
45. If you could meet anyone in the world, it would be...
46. Of this list, what are the top 3-5 things that most excite you - or are most important to you - or you are most passionate about?