

BILL DRISCOLL SEMINARS

SUBJECT: “Air Combat: How to Maximize Your Peak Pressure Performance.”

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This questionnaire is designed to help us prepare a program that is specifically tailored to the needs of your group. Therefore, please take a moment to fully answer all the questions and return them to our office no later than _____. Your assistance is very much appreciated.

Please also send as much information as possible to help increase our understanding of your group. This includes association magazines, newsletters, web address and any or other information you feel would be of value.

1. AUDIENCE ANALYSIS INFORMATION

- A. Number of attendees? _____ Spouses invited? _____
- B. Number of males? _____ Females? _____
- C. Average age of attendees? _____ Range of age? _____ To _____
- D. Experience level of the group? _____
(i.e., average number of years with your company/industry?)
- E. What are the names, titles and job descriptions of the senior members of your group who will be at the meeting?

2. THE PRESENTATION

A. What are your specific objectives for my session?

B. Are there any issues or topics in particular that you think should be emphasized during the presentation?

C. Are there any issues or topics that you think should be avoided? (If any)

D. Name and title of introducer? _____

E. Starting time for: My Program: _____ Entire Program: _____

F. End times for: My Program: _____ Entire Program: _____

G. What takes place immediately *before* my program (i.e., speaker, meal, workshop)?

H. What takes place immediately *after* my program (i.e., break, another speaker, nothing, etc.)

I. If other speakers are on the program with me, who are they and what are their topics?

J. City, hotel, meeting room?

K. Have you any other suggestions to help us make this program your best ever?

3. AUDIENCE BACKGROUND INFORMATION

A. What do you consider as the primary strengths of your group?

B. What are some current problems experienced by your industry/company?

C. What areas of your people's overall performance needs improvement?

D. What are the most significant events to have occurred in your industry/company during the past year (i.e., expansion, relocations, new product(s), new technology, etc.)?

E. What are the top three challenges faced by the people who will be in the audience?

1)

2)

3)

F. Please share any "industry tidbit" (i.e., promotions, unusual regulations or policies, Murphy's Law in action, etc.) which you feel may be relative to this presentation?

G. When your people depart from this presentation, what one theme do you want to be uppermost in their minds?

H. Please provide any other information which you think would be helpful in order to insure that this presentation is the best ever.
