

## Merit Gest's Pre-Program Questionnaire

This questionnaire may seem long now. During the program however, when Merit is delivering a highly customized and effective presentation, you will be glad you took the time. **Please complete all 3 pages.** You may skip any questions that are not applicable to this engagement. EMAIL to [Merit@MeritGest.com](mailto:Merit@MeritGest.com) or FAX to 866-806-7872. If you have any questions, please call Merit at 720-980-1286.

Name of Client \_\_\_\_\_

Name of Person Completing This \_\_\_\_\_

Merit's Contact Person \_\_\_\_\_

Phone \_\_\_\_\_ Extension \_\_\_\_\_ Fax \_\_\_\_\_

Emergency Phone Numbers - Home \_\_\_\_\_ Cell \_\_\_\_\_

E-mail Address \_\_\_\_\_

Title of Conference & Theme \_\_\_\_\_

Name of Conference Chair \_\_\_\_\_

Hotel or Conference Center \_\_\_\_\_

Address/City/State \_\_\_\_\_

Hotel or Conference Center Contact \_\_\_\_\_ Phone \_\_\_\_\_

Emergency Phone Numbers - Home \_\_\_\_\_ Cell \_\_\_\_\_

Sleeping Room Reservation (*Billed to Client*) Confirm # \_\_\_\_\_

Hotel Name \_\_\_\_\_ Phone \_\_\_\_\_

Address/City/State \_\_\_\_\_

Dates of sleeping nights reserved \_\_\_\_\_

Ground transportation \_\_\_\_\_

Date of Main Program \_\_\_\_\_ Time of Main Program \_\_\_\_\_

Title of Main Program \_\_\_\_\_ Length \_\_\_\_\_

Date of Second Program \_\_\_\_\_ Time of Second Program \_\_\_\_\_

Title of Second Program \_\_\_\_\_ Length \_\_\_\_\_

Number in Audience for Main Program \_\_\_\_\_ Second Program \_\_\_\_\_

Audience Demographics % Male \_\_\_\_\_ % Female \_\_\_\_\_ Age Range \_\_\_\_\_

Audience size expectation \_\_\_\_\_ Room set up \_\_\_\_\_

Who are the VIPs that will be there? \_\_\_\_\_

Where will Merit fit into the overall event? \_\_\_\_\_

What will immediately precede her presentation? \_\_\_\_\_

Who will introduce Merit? \_\_\_\_\_

Who are some of the other speakers / subjects? \_\_\_\_\_

Who were last year's successful speakers? \_\_\_\_\_  
\_\_\_\_\_

What specifically did they do that made them successful? \_\_\_\_\_  
\_\_\_\_\_

Would you like Merit to meet with your VIPs before she speaks? \_\_\_\_\_  
When and where? \_\_\_\_\_

Would your CEO, President or VPs like to add an executive coaching session after the presentation?  
\_\_\_\_\_

You are making an investment of time and money to bring people together for this event. Please ask a few key people to make themselves available for telephone interviews to insure that Merit's program (s) are the best they can be.

CEO _____	Direct Line _____
President _____	Direct Line _____
VP _____	Direct Line _____
VP _____	Direct Line _____
Manager _____	Direct Line _____
Supervisor _____	Direct Line _____
Other _____	Direct Line _____

How will you evaluate Merit's program's success? \_\_\_\_\_  
\_\_\_\_\_

Who will write the testimonial letter? \_\_\_\_\_

What is the most recent challenge your people are facing? \_\_\_\_\_  
\_\_\_\_\_

How does it affect their day to day activity? \_\_\_\_\_  
\_\_\_\_\_

What will be their mood? Did they just get any good news, or bad news?  
\_\_\_\_\_

What message would you like communicated to them by Merit? \_\_\_\_\_  
\_\_\_\_\_

What is your desired outcome? \_\_\_\_\_

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Is there a pending change Merit needs to be aware of? \_\_\_\_\_

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What has recently changed in your organizational structure/ industry?

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Any major personnel changes have been made recently? \_\_\_\_\_

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Please describe your product or service

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Who are your major competitors? \_\_\_\_\_

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Who are your largest clients? \_\_\_\_\_

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How is competition affecting the way you do business? \_\_\_\_\_

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What external market forces are affecting you? \_\_\_\_\_

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Please share a few terms or industry “lingo” and their meaning. \_\_\_\_\_

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What industry publications or web sites can Merit research to learn more about your business?

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What are you hoping people will be saying as they leave?

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**Other questions for your event:**

Can I video tape session for my own purposes? \_\_\_\_\_

Would you like to video tape it? \_\_\_\_\_

Will I be given list of attendees & contact info? \_\_\_\_\_

If not, can I collect business cards? \_\_\_\_\_

Are there any events PRIOR TO Merit's presentation that I can attend?

Can I have card on every chair or handout at each seat if table? \_\_\_\_\_

Will there be someone to distribute these? \_\_\_\_\_

What will be the dress for the event? \_\_\_\_\_

Can you designate a time keeper for me? \_\_\_\_\_

Do you have any taboo topics that you don't want mentioned? Any words not to say? \_\_\_\_\_

What is important to this group of people at the conference and at work?

Why does your organization need to hear this topic?