

Craig Harrison's Pre-Program Questionnaire

This questionnaire is designed to help Craig prepare a customized presentation for you. It has four parts:

1. Company Backgrounder
2. Event Backgrounder
3. Audience Profile
4. Site Specifics

Please answer all applicable questions to the best of your ability and return to Craig Harrison via e-mail (craig@craigspeaks.com) or FAX (510) 595-9512 NO LATER THAN TWO WEEKS before the program, along with any supplemental material (annual reports, newsletters, magazines, promotional pieces, etc.) that can assist Craig.

Thank you in advance for your time in responding. Please know that your input prior to the event positively impacts its success.

Name of Person Filling Out Form _____ Title: _____ E-mail _____

Company Name _____ Today's Date: _____

COMPANY BACKGROUNDER

Company/Organization Name: _____

Department/Group or Chapter: _____

Founded By/Year: _____

Field of Endeavor: _____

Description of Company/Organization: _____

Mission Statement: _____

EVENT BACKGROUNDER

Event Theme: _____

Annual Theme? _____

Presentation Objectives: _____
(What Attendees Should Take Away) _____

Inside Jokes/Catch Phrases, _____
Mantras or Similar Slogans: _____
(If Corporate Values—Please attach). _____

Proudest Achievement/ _____
Distinction? _____
(Awards, reputation, etc.) _____

Focus For The Next Year: _____

Taboos? _____
(Is there anything that is off-limits, sensitive or should not be discussed?)

What immediately precedes Craig's appearance? _____

Who will introduce Craig? _____
(Name, Title, Phone, Fax)

What immediately follows Craig's appearance? _____

Who does Craig return control to AFTER he's done? _____

Will Food or Alcohol be served? _____ If so, when? _____

AUDIENCE PROFILE

Client/Audience Profile: _____

Number? _____

Background _____ Department(s) _____

VIPs to acknowledge? _____

(Who are they, why are they important, how can we best recognize them?)

Names of Audience Members _____

I can contact by Phone or E-Mail _____

SITE SPECIFICS

Where will Craig be speaking? _____

(Please describe the hall, room or venue, including size, capacity, type of environment, etc.)

Will there be a stage? _____ If so, how high? _____

Please describe the seating arrangements? _____

(Classroom style with tables and chairs, round tables, rows in a chevron pattern? # and location of aisles?)

Description of Sound System? _____

Is there a Lavalier Mic for Craig? _____

A Hand-held Mic for Audience Participation? _____

Feel free to use back of sheet for additional information, or to append supporting documentation.
Please return to Craig Harrison, Fax 510-595-9512 or craig@craigspeaks.com