

Doug Stevenson

Pre-Program Questionnaire

This questionnaire may seem long now. During the program however, when Doug is delivering a highly customized and effective presentation, you will be glad you took the time. Thanks for helping Doug to do his best. You may skip any questions that are not applicable to this engagement. **Please complete all three pages and have two other people complete page 3 of this form.** FAX it to: 719-574-2605.

If you have any questions, please call Deborah at 719-573-6195 or 1-800-573-6196.

Client name: _____

Name /Phone of Person Completing this page _____

Contact Person for Doug/ Deborah _____

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 _____

What are their job descriptions? _____

Client name: _____

Name /Phone of Person Completing this page _____

What have you seen or heard about Doug as a speaker or trainer that influenced you to hire him? _____

What are the content elements that you liked? _____

How or where does Doug fit into the overall training or education environment of your organization?

Please complete the following for a keynote at a conference or annual meeting:

Where will Doug fit into the overall event? _____

Who are some of the other speakers / subjects? _____

Who were last year's successful speakers? _____

What specifically did they do that made them successful? _____

Please identify any difficult or challenging personalities who will be in attendance: _____

Who are the VIPs in attendance? _____

Would you like Doug to meet with your VIPs before he speaks? _____

Would you like to add an executive coaching session on storytelling or presentation skills to this event? _____

Would you like to maximize the effectiveness of Doug's message and increase your return on investment with

a customized audio tape of his presentation for each of your attendees? _____

Would you like Doug to provide books and CD's for sale at the back of the room? _____

Would you like to maximize your investment by having Doug conduct an additional seminar? _____

Who will introduce Doug? _____ phone _____

Introducer's email _____

How will you evaluate Doug's program's success? _____

Client name: _____

Name / Phone of Person Completing this page _____

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Why is storytelling important to your organization? _____

What is the most recent challenge your people are facing? _____

How does it affect their day to day activity? _____

What will be the mood of the audience? _____

What message would you like Doug to communicate? _____

What is your desired outcome? _____

Is there a recent change or ongoing issue Doug needs to be aware of? _____

Please describe your product or service _____

Who are your major competitors? _____

Who are your largest clients? _____

How is competition affecting the way you do business? _____

What external market forces are affecting you? _____

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