

Client Pre-Program Questionnaire

Name of Client or Group: _____

Date of Program: _____

Program Topic: _____

This questionnaire will enable Mark to tailor his presentation to the specific needs of your group. Please answer all questions as completely as possible, but feel free to skip those which would duplicate a previous answer or which might be irrelevant to your group.

Please include whatever printed information is available which you feel would help Mark understand your organization's people, products/services and industry. Mark would rather have too much information than too little. This could include:

- Meeting Specific - **agenda required**;
- promotional brochures-optional
- advertising, product literature & other promotional materials
- new employee orientation kit
- current articles about your industry
- annual report
- newspaper or magazine articles about your organization
- newsletters – internal and external
- trade publications

The purpose of this questionnaire is not to create additional work for you, but to significantly increase the value of the program for your people. Thank You!

2 Ways to Complete this Form

1. Fill out this form on your PC
 - a. Save it to your hard drive giving it a unique file name (**example: your_org_ppq.doc or your_org_ppq.pdf depending on format**)
 - b. Email it as an attachment to Mark@MarkSanborn.com
2. Print out this questionnaire
 - a. Complete it by hand
 - b. Fax it back to the attention of Mark Sanborn at 303-683-0825 or mail it to the address below.

Sanborn
& associates inc.

An idea lab dedicated to developing leaders in business and in life.

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Mark@MarkSanborn.com :: www.MarkSanborn.com

Client contact Information

- 1) Name: _____ Title: _____
- 2) Address: _____
- 3) Phone: _____ Fax: _____
- 4) Email address: _____ Website URL: _____

Logistics

- 5) Meeting location: _____
- 6) Address: _____
- 7) Phone: _____ Fax: _____
- 8) Meeting room: _____
- 9) Closest Airport: _____
- 10) Distance from Airport in miles: _____ and minutes: _____
- 11) Mark's hotel name and location: _____
- 12) Address: _____
- 13) Phone: _____ Fax: _____
- 14) Confirmation number: _____
- 15) Distance from meeting location in miles: _____ and minutes: _____

Lodging Requirements:

- Please reserve a king bed, non-smoking room for the night prior to the event
- Guarantee for late arrival
- Direct bill room and tax to master account
- Mark usually arrives the night prior to his presentation and will depart after his presentation. We will email you his itinerary prior to the meeting.

- 16) Will someone be meeting Mark Sanborn at the airport? Yes No
- Who: _____
 - Where: _____
- 17) If no one is meeting Mark Sanborn at the airport what is the best way to get to the hotel:
- Taxi Limo , or Other: _____

The Meeting

18) Meeting start time: _____ End time: _____

19) Mark's program start time: _____ Mark's end time: _____

20) Meeting attire: Business Casual Business Semi-formal Formal Other _____

21) What happens before and after Mark's talk:

22) Who will introduce Mark? Name: _____ Title: _____

23) Meeting theme: _____

24) Specific purpose of the meeting: _____

25) Top 3 objectives for Mark's presentation:

1. _____

2. _____

3. _____

26) Sensitive issues to avoid:

27) Are there any messages that you would like Mark to reinforce?

Audience Analysis:

28) Number of attendees: _____ Female %: _____ Male %: _____

Age Range: _____ to _____ Spouses Invited: Yes No

29) General description of audience: _____

30) What other information should Mark know about the audience?

The Organization

31) What is your organization most proud of?

32) Please provide a several sentence "state of your industry" statement:

33) Mission statement for company:

34) Do you have any key phrases you often use?

35) Primary products and/or services:

36) Who are your customers by type?

37) Who are your major competitors by name and product category?

38) Who is your primary competitor from the above list? _____

39) Biggest opportunities present and/or future?

40) Biggest challenges your organization is facing?:

41) Do you have any corporate "heroes" (other organizations or leaders admired, studied or referenced by your managers)?

42) What training programs have the audience members been through?

43) What is unique about your group:

44) Using only 3-4 adjectives, please describe the kind of speaker who has been a big hit with this group:

Adjective 1 _____ Adjective 3 _____

Adjective 2 _____ Adjective 4 _____

45) How will you know if Mark was a hit?

46) How did you hear about Mark? Speaker's Bureau Web site Word of Mouth
 Read a Book or Article by Mark Heard Mark Speak

Other _____

47) What prompted you to hire Mark for your event? **(Please check as many as apply)**

- Demonstrated Expertise Video Preview Bureau Recommendation
 Book or Article written by Mark Used Mark Before Heard Mark Speak

Other _____

48) Are there any other speakers on the program, if so identify them by name, title and topics they will discuss:

49) What speakers have you had in the past? _____

50) Depending on the success of this presentation, what other presentation topics would be considered for the future? _____

Other Resources

Books & Tapes

Clients are often interested in providing a learning resource or gift to attendees such as a book, audio or videotape to extend the value and impact of Mark's presentation. Would you be interested in discussing this option? Yes No

Web Links

Please feel free to create links from your web site to ours if you'd like to introduce your group to Mark prior to his presentation. Some useful links include:

- Home Page – www.MarkSanborn.com and www.FredFactor.com
- Mark's Preview Video – www.marksanborn.com/book-keynote-speaker/leadership-video-clips
- Resources (articles, blog, newsletter ,quotes, etc.) - www.marksanborn.com/marks-writings
- Books & Tapes – www.marksanborn.com/store
- Mark's Blog – www.marksanborn.com/marks-writings/blog

Leadership Ezine

Mark publishes a monthly 'ezine' on effective leadership - Leadership Lessons. In this 5-minute read, Mark provides insight and observation of today's leadership or its absence and draws valuable lessons for all of us.

To subscribe your group, simply send a list of email addresses to the attention of Info@MarkSanborn.com. Subscriptions are free and you can unsubscribe at any time. We adhere to a strict privacy policy.

Individual subscribers can go to www.marksanborn.com/marks-writings/leadership-lessons-newsletter to sign-up.