



## Program Planning Questionnaire

Thank you for selecting **Liz Weber** of **Weber Business Services, LLC** to speak at your event.

Liz is committed to developing and presenting an informative presentation that will have an impact on your audience. She'll inform them, she'll challenge them, and she'll entertain them!

For Liz to be her best, she would like to know more about your organization or the group she'll be addressing. Please take a few minutes to answer the follow questions. If you need more space to provide additional comments, feel free to attach another sheet.

Also, please send along any information (company brochures, annual reports, product literature, as well as, this event's announcements) that will help Liz understand and appreciate who you are and what you do. Your information will assist Liz in tailoring her program to your group's specific needs.

Please return this questionnaire and the requested materials by

to Liz at:

**Weber Business Services, LLC**  
**41 South Antrim Way**  
**Greencastle, PA 17225 (Fax) 717.597.0535**

**THANK YOU** for sharing your ideas! You have helped Liz to make her presentation even more valuable to your audience!



INTERNATIONAL  
FEDERATION FOR  
PROFESSIONAL  
SPEAKERS

**CONTACT INFORMATION**

- 1. Event Group's Name:
- 2. Event Name:
- 3. Event Date(s):
- 4. Event Time: Begin            End

Liz's Program: Begin            End

- 5. Point of Contact Information:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ e-mail: \_\_\_\_\_

Fax: \_\_\_\_\_ website: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

City, State, Zip: \_\_\_\_\_, \_\_\_\_\_ \_\_\_\_\_

**MEETING LOGISTICS**

- 6. Event/Program Location:

Address:

City, State, Zip:

Location Phone:

7. Recommended Hotel/Accommodations (If Liz will be staying overnight):

Name of Hotel/Inn:

Address:

City, State, Zip:

Phone:

8. Travel Logistics (If Liz will be flying to event):

Closest Airport:

Approx. Distance from Event & Accommodations:

9. What attire will most audience members be wearing?

Business dress     Business Casual     Formal Wear

Casual or Other:

## EVENT OBJECTIVES

1. What is the purpose of the program/meeting?

2. Number in the audience:

3. Are spouses/significant others invited?

4. Male/Female Percentage Estimate:

5. Average Age Group/Range:

Industry Experience:

Products/Services They Provide Customers:

Participants' General Job Responsibilities:

Education:

Strengths:

Limitations:

6. What is the mood of the attendees in general and specifically toward the program/meeting?
  
7. What are the exact times for Liz's presentation?  
Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_
  
8. Who will be introducing Liz to your group? (Please provide phone/e-mail)
  
9. What themes (beyond the topic itself) would you like to see woven into Liz's presentation?
  
10. What **specific** topics would you like Liz to incorporate in her presentation?
  
11. When your people leave the program, what three skills/ideas would you like them to have?
  - a.
  - b.
  - c.
  
12. What separates your high achievers from the others in the group?
  
13. What are some of the greatest challenges your organization and your people face on a day-to-day basis?
  
14. What challenges face this group on a regular basis?
  
15. What challenges are facing them in the near future?
  
16. Which of these challenges pose the greatest opportunity for improvement?

17. What are the most significant events that have occurred/affected the group in the past year? (ie, market changes, downsizing, etc.)

18. Who are your strongest competitors & why?

19. What would you like to see your people do more frequently?

20. What would you like to see your people do less frequently?

21. What are two or three achievements of which your organization/team is most proud?

22. Please provide the Organization/Group's Vision, Mission & Values Statements – **EXACTLY** as currently written. When were they developed?  
By Whom?

Vision –

Mission -

Values -

23. Name three key people in your organization that will be at the program. With your permission, Liz may contact them to discover more information about your group.

Name/Phone #:

- a.
- b.
- c.

22. If not already submitted, please provide the following logistical information

- a. Recommended Hotel (and phone #):
- b. Airport:
- c. How far is hotel from airport?
- d. Contact name at the meeting site (and phone #):

23.  Please forward copies of any memoranda, program announcements, brochures, and other promotional materials relating to this presentation. This will help ensure Liz's talk is consistent with your promotional efforts.

24. May Liz make her products (books, CD's, and e-zines) available for sale after her presentation?  Yes  No **Note: Liz will never "hard sell".**

25. Please indicate the best time for us to connect if we have further questions.

*Thank you again for helping to increase the value of this program for everyone involved!*

*-Weber Business Services, LLC*