



**Dr. Nate Booth's**

# *Pre-Program Questionnaire*

Group Name \_\_\_\_\_

Program Date \_\_\_\_\_ Program Topic \_\_\_\_\_

This questionnaire will enable Nate to tailor his presentation to the specific needs of your group. Please answer all the questions as completely as possible. Feel free to skip those questions which duplicate a previous answer or which don't apply to your group.

### **Two Ways to Complete this Questionnaire**

1. Complete this form on your computer and email it as an attachment to natebooth123@gmail.com.
2. Print this questionnaire, complete it by hand and fax to Nate's attention at 702-444-0762.

### **Additional Information**

Please snail mail and/or email Nate all information that will help him understand your organization, people, products/services and industry. This could include:

- meeting agenda and promo brochure
- new employee orientation materials
- internal and external newsletters
- current articles about your organization
- most recent annual report
- advertisements and product/service literature

### **Client Contact Information**

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

### **Logistics**

Closest airport to hotel \_\_\_\_\_

Will someone be meeting Nate at the airport? Yes \_\_\_\_\_ No \_\_\_\_\_

Who \_\_\_\_\_ Where \_\_\_\_\_ Cell # \_\_\_\_\_

Distance from airport to hotel in miles \_\_\_\_\_ and in minutes \_\_\_\_\_

Meeting location \_\_\_\_\_ Meeting Room \_\_\_\_\_

Address \_\_\_\_\_

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

**Logistics** (continued)

Nate's hotel name \_\_\_\_\_ Hotel address \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Confirmation # \_\_\_\_\_  
Distance from hotel to meeting location in miles \_\_\_\_\_ and in minutes \_\_\_\_\_

**Lodging Requirements**

- Non-smoking room with a king bed
- Guaranteed late arrival
- Direct bill room and tax to master account
- Nate typically arrives the evening prior to his presentation and departs after his presentation. We will send you his itinerary

**Your Meeting**

Day of Nate's program meeting start time \_\_\_\_\_ End time \_\_\_\_\_  
Nate's start time \_\_\_\_\_ End time \_\_\_\_\_ Break times \_\_\_\_\_  
What will your people be wearing at the meeting? Business casual \_\_\_\_\_ Business \_\_\_\_\_ Other \_\_\_\_\_  
What occurs before Nate's presentation? \_\_\_\_\_  
What occurs after Nate's presentation? \_\_\_\_\_  
Who will introduce Nate? \_\_\_\_\_ Title \_\_\_\_\_  
What is your meeting theme? \_\_\_\_\_  
What is your meeting's purpose? \_\_\_\_\_  
What other speakers are on the program? Who are they and what topics will they discuss?  
1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

**Your Audience**

Number of attendees \_\_\_\_\_ Percent female \_\_\_\_\_ % Average age \_\_\_\_\_ Age range \_\_\_\_\_  
General description of audience \_\_\_\_\_  
Mood of the audience coming into event \_\_\_\_\_  
Any other information Nate should know about the audience? \_\_\_\_\_  
\_\_\_\_\_

**Your Industry**

Please write a several sentence "state of your industry" statement \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
What are the major changes occurring in your industry? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Your Industry** (continued)

What challenges do these changes create for the people in the audience? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What opportunities do these changes create for the people in the audience? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Your Organization**

What is the mission statement of your organization? \_\_\_\_\_  
\_\_\_\_\_

What are your primary products and/or services? \_\_\_\_\_  
\_\_\_\_\_

Who are your customers/clients? \_\_\_\_\_

Who are your primary competitors? \_\_\_\_\_

What are the key buzz words, phrases and/or slogans used in your organization? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are three specific examples of your people going “beyond the call of duty” in the area Nate will be discussing? Do you want me to use people’s names? If so, add to the examples below.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What are the major changes occurring in your organization? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What challenges do these changes create for the people in the audience? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What opportunities do these changes create for the people in the audience? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is your organization most proud of? \_\_\_\_\_  
\_\_\_\_\_

## Your Presentation

What is most important to you in a working relationship with a speaker? \_\_\_\_\_  
\_\_\_\_\_

What are your top three objectives for Nate's presentation?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What are three characteristics of the speakers who have been huge hits with your audience?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What are the sensitive issues Nate should avoid? \_\_\_\_\_  
\_\_\_\_\_

What messages would you like Nate to reinforce? \_\_\_\_\_  
\_\_\_\_\_

What seeds would you like Nate to plant? \_\_\_\_\_  
\_\_\_\_\_

Are there any highlights or disasters from past meetings that your people would call "memorable?"

How did the speakers contribute to the highlights or disasters? \_\_\_\_\_  
\_\_\_\_\_

## Additional Resources

Many of Nate's clients provide learning resources or gifts to program attendees. These resources and gifts include books, audio programs and video programs. Would you be interested in discussing this option for your group? Yes \_\_\_\_ No \_\_\_\_

Are you interested in audio or videotaping Nate's presentation? Yes \_\_\_\_ No \_\_\_\_

What additional presentation topics are you considering for future events? \_\_\_\_\_  
\_\_\_\_\_

***Thank you for taking the time to complete this questionnaire.***

*Your answers will help Nate create an outstanding program for your group.*

### **Nate Booth & Associates**

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