



Cliff Quicksell, MAS+
301-717-0615

These questions are designed to help my staff and I prepare a program specifically suited to the needs of your group. Please take a moment to answer all the questions fully and return the form to my office. We have already answered some of the questions based on our initial conversation. Please double check these answers and make additions and corrections.

We would also appreciate receiving any printed information on your group that may help us with background information (e.g., corporate reports, news items, in-house publications, products, services, employees, etc.). Thank you for your help!

Please return this questionnaire to:

Cliff Quicksell, Jr., MAS
cliff@quicksellspeaks.com
301-717-0615

Presentation Title: _____

Presentation time frame? Start Time _____ End Time _____ Any breaks? (circle one) Yes No

What is on the program just before I speak? _____

What happens on the program right after I speak? _____

Appropriate dress code for presentation? _____

Conference title and theme? _____

Specific purpose of this meeting/session (e.g., awards banquet, annual meeting, etc.)?

Specific objectives for my presentation?

Sensitive issues that should be avoided?

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Introducers name?

Introducer's Phone Wk. _____ Hm. _____ email: _____

Is there any publicity work I can help you with while I am at your event? (circle one) Yes No

Radio ___ Television ___ Other ___ Type _____

Who are the other speakers on the program?

Speaker _____ Topic _____

Speaker _____ Topic _____

What speakers have you used in the past that covered topics related to the material I will be presenting for you?

What did you like and/or dislike? Withhold their names if you like; but do comment on the material they used!

Please share any "local color" you may know of relating to the location where my program will be held.

Please share any "industry color" related to your organization or industry.

What comments or suggestions do you have that will help me make this presentation the best your audience has ever had?

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THE AUDIENCE

Total number attending? _____ Spouses attending? (circle one) Yes No

Percentage male/female _____ / _____ Average age? _____

Average annual income \$ _____

Educational background

Major job responsibilities of audience

Will there be any "special guests?" Please explain.

Why is your group attending this meeting (voluntary, mandatory, etc.)?

How will they be notified?

What is their overall opinion regarding the subject of my presentation, (favorable, hostile, etc.)?

Please provide the names and positions of three main "movers and shakers" in your organization that will be in the audience, who are well known and well liked. I may joke with them or call on them if the need arises. My staff or I may also want to contact them for more research information on your group (with your permission, of course).

Name _____ phone _____ email: _____

Name _____ phone _____ email: _____

Name _____ phone _____ email: _____

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DETAILS ABOUT YOUR AUDIENCE

Problems?

Challenges?

Breakthroughs?

What separates your high-performance people from others?

Are there any hearing or sight-impaired audience members? (circle one) Yes No

If yes, please provide names and contact information

TELL ME ABOUT YOUR INDUSTRY PROFESSION

Problems?

Challenges?

Breakthroughs?

TELL ME ABOUT YOUR ORGANIZATION

Problems?

Challenges?

Breakthroughs?

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Significant events? Mergers? Relocations?

TRAVEL INFORMATION

Location of presentation and venue name

Address _____ Phone _____

Location at the site (room-name, etc.)

Airport to arrive at

How will I be transported from the airport to your site? Taxi? Rental Car? Driver? Uber/Lyft

Driver's Name _____ Phone _____ email: _____

If an emergency occurs on the way to the site, who would be an alternate contact if you are unavailable?

Name

Business phone _____ Home Phone _____ email: _____

Thank you for taking the time to provide this information. I will use it to prepare an outstanding presentation for your group.

With Best Wishes –



Cliff Quicksell, Jr.
cliff@QuicksellSpeaks.com
301-717-0615