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**JOHN MATTONE’s PRE-PROGRAM QUESTIONNAIRE**

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 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: john@johnmattone.com

**GENERAL INFORMATION:**

Presentation Title:

Date:       Start Time:       End Time:       Any breaks? Select One

If there is a break, please note time here:

What is on the program agenda just before I speak?

What happens on the program agenda right after I speak?

Appropriate dress for presentation? Select One

Conference title and theme?

Specific purpose of this meeting/session: Choose an item.

If you selected other, please describe:

Specific objectives for my presentation?

Sensitive issues that should be avoided?

Introducer's Name?

Introducer's Contact Information - Work:       Home:       Cell:

Is there any publicity work I can help you with while I am at your event? Select One

If yes, Radio Station information:       TV information:       Other:

Who are the other speakers on the program?

Speaker Name:       Topic:

Speaker Name:       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?

**THE AUDIENCE**

Total number attending?       Spouses attending? Select One

Percentage male:       Percentage 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? Select one

Other? Please explain:       How will they be notified?

What is the group’s overall opinion regarding the subject of my presentation?
 Select one

Please provide the names and positions of three main "movers and shakers" in your organization who 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:       Position:       Phone:       Email:

Name:       Position:       Phone:       Email:

Name:       Position:       Phone:       Email:

**DETAILS ABOUT YOUR AUDIENCE**

Problems?

Challenges?

Breakthroughs?

What separates your high-performance people from others?

Are there any hearing or sight-impaired audience members? Select One

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?

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? [ ]

Driver's Name       Phone

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:

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

John Mattone

John Mattone · President

JohnMattonePartners, Inc.

Telephone: +1 321 279 4416

Website: [www.johnmattonepartners.com](http://www.johnmattonepartners.com)