



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 nate@natebooth.com.
2. Print this questionnaire, complete it by hand, scan it and email it as an attachment to nate@natebooth.com.

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 _____ Email _____ website _____

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, tax and incidentals to master account
- Nate typically arrives the evening prior to his presentation and departs after his presentation. We will email 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 Items

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.

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