

Pre-Event Questionnaire

At On Target Leading, we take pride in customizing all of our presentations and seminars to fit the needs of each client and each individual event. This questionnaire will assist us in that process and allow a better understanding of your company, its operations and culture as well as provide us with detail on the actual event itself.

Please be as specific as possible, and feel free to add or send any additional information, comments, articles or data you feel would be relevant.

Please note: We realize not all questions will apply to your event, so feel free to answer only the ones that pertain directly to you and your event.

When you have completed this questionnaire, please e-mail the document to us at least 2 weeks prior to the event, if possible. Upon receipt, we will schedule a time to further discuss the presentation details with you as necessary.

LtCol. Bruce Bright, USMC (Ret.), CPC, CCIM

Founder & Chief Energy Officer

On Target Leading

Motivational Speaking, Life Coaching, Consulting

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***CONFIDENTIALITY STATEMENT:***

*The information you provide is strictly for the purposes of your event and will not be shared with anyone outside of On Target Leading and the Bright Consulting Group.*

**Organization Name:**

**Date/Time of Program:**

**Title of Event:**

1. **Contact person in your organization**:

 • Name:

• Title:

 • Phone (work):

• Phone (cell):

 • Fax:

* Email:
* Website:

2. **Will there be a different contact person at the event:**

If, yes, please provide contact info:

3. **Meeting facility information**:

• Venue:

• Room:

• Address:

• Phone/Fax:

4. **Travel/Hotel**:

NOTE: On Target Leading will handle all of our own travel and hotel reservations.

 • Closest airport to venue:

5. **Ground Transportation**:

Transportation arrangements from airport to meeting site via:

[ ]  Organization will arrange transfer

* Will be met at the airport by a limo service[ ]  (please provide details)
* Will be met at the airport by a member of your organization[ ]  Who?
* Will need to take a taxi[ ]  Rent a car[ ]  Speaker’s choice [ ]

[ ]  Bruce will need to arrange own transfer to site.

6. **Tell us a little about the audience**:

 • Approximate number attending:

• % men/% women:

 • Average age/age span:

 • General description of attendees:

• Will spouses attend? **YES** [ ]  **NO** [ ]

7. Who is attending that we should be familiar with (ie: VIPs or Executives)?:

8. Tell us the overall purpose or theme of your event?

9. What does this theme mean to your group?

10. Is this an annual meeting, awards banquet, sales/training conference, etc.?

11. Tell us your organization’s objective for this presentation and for your meeting? What are you wanting your audience to take away from Bruce’s presentation?

12. Exact time(s) of Bruce’s presentation? How long do you wish presentation to be?

 Start time: End time:

13. What takes place immediately before Bruce’s program? And After?:

14. What is the Bruce’s role in your program

(ie: opening or closing keynote, luncheon speaker, etc.)?

15. Any other functions (meals, reception, seminar) you would like Bruce to attend?

 Date & time:

 Location/ room name:

16. Who will be introducing Bruce?

 Provide name, title, email address, phone number and how they should be addressed:

 \*\*We will provide a biography and a written introduction to be used.\*\*

17. We will send a bio/photo for your meeting materials and/or website, if needed.

18. What is your organization’s Mission Statement?

Short and long term goals?

Are your Mission Statement and Corporate Goals routinely reinforced?

19. Products and services your organization offers:

20. What challenges does your organization face? Technology, teamwork, relationships, layoffs, products, policies, etc?

Be specific:

21. What are the two most important benefits you offer to your customers, partners, or association members that differentiate you from the competition?

22. What key message(s) do you want Bruce to reinforce?

23. Gremlins (people’s fears) appear in all companies and they hold people back from achieving success. What fearful situations do the members of your organization face (i.e. cold calls, giving presentations, failure to meet a deadline or budgetary limitation, letting down co-workers, rejection, etc.)?

24. Are there any topics that Bruce should avoid?

25. We assure you that Bruce’s presentation will NOT be a sales pitch. However, On Target Leading would like to have a table set-up in a noticeable location to sell books and other items as well as have a place to meet people after the presentation to answer any questions.

Is this agreeable to you? [ ]  Yes, we will have a table ready

 [ ]  No Explain:

25. How did you hear about On Target Leading?

26. Why did you choose us for your event?

27. What can On Target Leading do to make this planning easier on you?

If there are any changes that need to be made after this information is sent,

 just contact us and we will revise our plan.

 Thank you for your help.

**When finished with this questionnaire,**

**just hit the SUBMIT button and it will be sent directly to us.**

**OR**

**Return this form to**: karen@ontargetleading.com