



## PRE-PROGRAM QUESTIONNAIRE

This pre-program questionnaire is to assist Chuck Gallagher, LLC in preparation of Chuck's presentation to your group. Our objective is to meet your specific needs. In order to do so, we need your help! Please take a few minutes to answer the questions below. You may do so online to expedite the process or print and mail them to:

Chuck Gallagher, LLC  
1305 Houston Court  
Southlake, TX 76092

If you have any questions, please call 828.244.1400. Thanks!

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### GENERAL INFO:

Your name: \_\_\_\_\_

Title: \_\_\_\_\_

Company – Association: \_\_\_\_\_

Acronym if any used: \_\_\_\_\_

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

E-Mail: \_\_\_\_\_

Website: \_\_\_\_\_

## THE PROGRAM:

What is your conference/program **theme**:

Specific **Presentation Title** requested:

What kind of meeting is it? (Annual meeting, awards banquet, training session, etc.):

Who is responsible for **calling** this meeting? (Hr, Sales, Operations, etc.?)

**Specific objectives** for Chuck's presentation?

Which **company executives**, if any, will be speaking before Chuck Gallagher?

What happens on the program **right after** Chuck speaks?

Date: \_\_\_\_\_ Start time: \_\_\_\_\_ End time: \_\_\_\_\_

What is the **name and title** of Chuck Gallagher's **introducer**?

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Who **spoke** at your meeting last year?

What would make Chuck's presentation **really "special"** for your group?

**Sensitive issues** that should be avoided?

**AUDIENCE ANALYSIS:**

Number attending? \_\_\_\_\_ % Male: \_\_\_\_\_ % Female: \_\_\_\_\_

Age range: \_\_\_\_\_ Spouses Attending \_\_\_\_Y \_\_\_\_N

Major **job responsibilities** of the audience:

Select one: Are attendees there **voluntarily** \_\_\_\_\_ or is attendance **mandatory** \_\_\_\_\_?

Will attendees have to **pay individually** \_\_\_\_\_ or is this event **company sponsored** \_\_\_\_\_?

Dress code for attendees? \_\_\_\_\_

Usual dress code? \_\_\_\_\_

Identify the following:

President/Exec. Director: \_\_\_\_\_  
Exact Title: \_\_\_\_\_  
E-mail address: \_\_\_\_\_

VP Sales and Marketing: \_\_\_\_\_  
Exact Title: \_\_\_\_\_  
E-mail address: \_\_\_\_\_

HR Director: \_\_\_\_\_  
Exact Title: \_\_\_\_\_  
E-mail address: \_\_\_\_\_

Current **Challenges / Problems** experienced by your company or industry:

Name the **key executives** that will be in Chuck's audience. With your permission, we would like to contact them for more research on your group.

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

What **three main things** should Chuck know about your group?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Is there any **jargon** that Chuck should be familiar with (acronyms or titles)?

On which **target markets / industries** does your organization primarily focus?

Who is your **typical customer** (e.g.: C.F.O., VP Sales, Individual consumer, internal employees)?

If Chuck could leave your group with **two thoughts** what would they be?

#### **LOGISTICAL INFORMATION:**

Introducers Name: \_\_\_\_\_

Title: \_\_\_\_\_

Is there any **publicity work** that Chuck can do for you while he is at your event? Please let us know in advance so that travel can be arranged.

Will the presentation be **taped**? \_\_\_\_\_ Yes \_\_\_\_\_ No

Audio taping? \_\_\_\_\_ Video Taping? \_\_\_\_\_  
(Please remember that permission will need to be obtained to tape Chuck's presentation)

What is the **nearest major airport** to the meeting site?

Distance to the meeting site from the airport (miles):

Exactly **where is the meeting?**

Hotel: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone # \_\_\_\_\_

Fax # \_\_\_\_\_

Venue name (if different from hotel):

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone # \_\_\_\_\_

Fax # \_\_\_\_\_

How will Chuck be transported from the airport to the hotel?

If picked up, company/contact name: \_\_\_\_\_

Phone: \_\_\_\_\_ Confirmation # \_\_\_\_\_

**Emergency Contacts:**

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

Business Phone: \_\_\_\_\_ Home Phone: \_\_\_\_\_

Pager: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

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

Business Phone: \_\_\_\_\_ Home Phone: \_\_\_\_\_

Pager: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

Any additional comments or information that would be helpful in tailoring this presentation for your group?

***Thank you for allowing Chuck to help make your meeting a success!***