

THE **LEADERSHIP INCUBATOR**  
GROWING LEADERS ON PURPOSE

**PRE-PROGRAM QUESTIONNAIRE FOR NANCY D. SOLOMON**

Client \_\_\_\_\_ Event Date(s) \_\_\_\_\_

Completing this questionnaire will help Nancy create a customized program to address the needs of your organization. Please fill out the information pertinent to your event. Feel free to skip sections. This is a fillable PDF. We look forward to creating a memorable program for you!

Your Name:	
Title/Position:	
Organization:	
Address:	
City:	
State/Province:	
Zip/Postal Code:	
Country:	
Phone Number:	
Cell Number:	
Email Address:	
Web Site:	
Meeting Date(s):	
Time:	
Event Descrip. (Convention, Sales Mtg., Retreat):	
Name of Event:	

How did you hear about Nancy?

Why did you choose Nancy?

**THE EVENT**

How many people do you expect to attend?

What is the **theme** of your program?

Why did you choose this theme?

If different from contact person, who is responsible for sponsoring this event (HR, Sales, Marketing)?

Name:

Address:

City:

State/Province:

Zip/Postal Code:

Country:

Phone number:

Alternate Number:

Email Address:

What is **Nancy's role(s)** in this program?

- Keynote
- Panel Discussion
- Breakout Session/Workshop
- Other

What **time** does Nancy's **presentation start**?

What is the **length** of Nancy's **presentation**?

What is the **best time** for Nancy to do her **a/v and room check**?

How will your **audience be dressed**?

Who will be **speaking before** Nancy?

Who are the **other speakers in this program**?

Speaker #1:

Topic:

Day:

Speaker #2:

Topic:

Day:

Speaker #3:

Topic:

Day:

What professional speakers have you **used in the past**?

- 1.
- 2.
- 3.

What **worked**?

What would you have **changed**?

Who **introduces** Nancy?

Would you like us to **provide** you with an **introduction**?

- Yes
- No

### LOGISTICS

**Meeting location** information

Name of the venue:

Contact person:

Address:

City & State:

Phone Number:

Cell Number:

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

For **transportation to and from the airport** to the meeting site.

- Would you prefer:  To **meet** Nancy at airport  
 To have Nancy take a **car service**

Name / phone of car service for **local transport**

Confirmation # for airport pickup reservation	
Confirmation # for return reservation	

The **hotel name and information** where Nancy will be staying, if not the same as the meeting.

Name of the hotel:	
Address:	
City & State:	
Phone Number:	
How far from airport?	

Who will make the **travel arrangements** for...

Plane:	
Hotel:	

Is the **hotel** put on your master account or will Nancy be responsible for providing a credit card upon arrival?

<input type="radio"/> Put on Master Account
<input type="radio"/> Nancy's Responsibility

Will this event be **videotaped**?

<input type="radio"/> Yes
<input type="radio"/> No

Will Nancy be given a copy of the **video**?

<input type="radio"/> Yes
<input type="radio"/> No

Will you be using **IMAG**?

<input type="radio"/> Yes
<input type="radio"/> No

Nancy requests a complimentary **table/booth** to make her products and services available.

<input type="radio"/> Agreed
<input type="radio"/> Not Available

Who are the people within your organization **primarily responsible** for the following:

**President/Executive Director**

Name:	
Exact Title:	
Email Address:	
Phone Number:	
Address if different from contact person:	

**V.P. of Sales/Marketing**

Name:	
Exact Title:	
Email Address:	
Phone Number:	
Address if different from contact person:	

**Other Key People**

Name:	
Exact Title:	
Email Address:	
Phone Number:	
Address if different from contact person:	

**AUDIENCE**

What is the **group demographics** (race, age, income level or any other relevant info)? What % of male/ female?

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**Make-up** of the audience, ie sales, customer service, suppliers, spouses, etc.

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At the end of the program what do you want attendees to be **thinking**?

--

At the end of the program how do you want attendees to **feel**?

--

What would you like to **accomplish** by Nancy speaking to your group?

--

What **three key points** do you want stressed in Nancy presentation?

1.
2.
3.

What are the most important **changes** happening in your organization and industry?

What keeps **senior management** awake at night?

What are the **fears** of your audience members?

What are your **victories or milestones** as a company/association/team?

What percentage **entertainment vs. high content** techniques and strategies?

2. Should the **message** be targeted more to one group than another? If yes, which?

3. What is the **life** of the **audience on a day-to-day basis** (in office, field, long hours, etc.)?

4. What are the **sensitive issues**? Topics/Subjects **not to be mentioned**?

### COMPANY PROFILE INFORMATION

1. What does your **company do**?

2. What are **target markets/industries** for your organization?

3. Who is your **average customer**?

4. What is the primary **product/service** that you sell?

5. Who are your major **competitors**?

6. Is there a **slogan** or philosophy that is commonly used in your organization?

In case of **emergency** or flight delays who and where should she call?

Name:

Phone Number:

Cell Number:

Three people valuable for Nancy to speak with prior to the event...

Name:

Exact Title:

Phone:

Email:

Name:

Exact Title:

Phone:

Email:

Name:

Exact Title:

Phone:

Email:

**Please send us the following as soon as they are available:**

1. The agenda of the conference/meeting.
2. Past conference/meeting brochures.
3. Any information about the company/organization (corporate report, history of the organization, publications, newsletters, etc.) not available on your website.

**Anything you'd like to add:**

**Our Contact Information:**

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