



## Craig Harrison's Pre-Program Questionnaire

This questionnaire is designed to help Craig prepare a customized presentation for you. It has four parts:

1. Company Backgrounder
2. Event Backgrounder
3. Audience Profile
4. Site Specifics

Please answer all applicable questions to the best of your ability and return to Craig Harrison via e-mail ([craig@ExpressionsOfExcellence.com](mailto:craig@ExpressionsOfExcellence.com)) or NO LATER THAN TWO WEEKS before the program, along with any supplemental material (annual reports, newsletters, magazines, brochures, promotional pieces, etc.) that can assist Craig.

Thank you in advance for your time in responding. Please know that your input prior to the event positively impacts its success.

Name of Person Filling Out Form

Title: E-mail: Phone:

Company Name: Today's Date:

**COMPANY BACKGROUNDER**

Company/Organization Name: \_\_\_\_\_

Department/Group or Chapter: \_\_\_\_\_

Founded By/Year: \_\_\_\_\_

Field of Endeavor: \_\_\_\_\_

Description of Company/Organization: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Mission Statement: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**EVENT BACKGROUNDER**

Event Theme: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Annual Theme? \_\_\_\_\_

Presentation Objectives: \_\_\_\_\_

(What Attendees Should Take Away) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Inside Jokes/Catch Phrases, \_\_\_\_\_

Mantras or Similar Slogans: \_\_\_\_\_

(If Corporate Values—Please attach). \_\_\_\_\_

**Company Profile** \_\_\_\_\_

*Con't*

**Proudest Achievement/ \_  
Distinction?**

(Awards, reputation, etc.)

**Focus For The Next Year:** \_\_\_\_\_

**Taboos?** \_\_\_\_\_

*(Is there anything that is off-limits, sensitive or should not be discussed?)*

**What immediately precedes Craig's appearance?** \_\_\_\_\_

**Who will introduce Craig?** \_\_\_\_\_

*(Name, Title, Phone, Fax)*

**What immediately follows Craig's appearance?** \_\_\_\_\_

**Who does Craig return control to AFTER he's done?** \_\_\_\_\_

**Will Food or Alcohol be served? \_\_\_\_\_ If so, when? \_\_\_\_\_**

## AUDIENCE PROFILE

Client/Audience Profile: \_\_\_\_\_

Number? \_\_\_\_\_

Background \_\_\_\_\_ Department(s) \_\_\_\_\_

VIPs to acknowledge? \_\_\_\_\_

\_\_\_\_\_  
*(Who are they, why are they important, how can we best recognize them?)*

Names of Audience Members \_\_\_\_\_

I can contact by Phone or E-Mail \_\_\_\_\_

## SITE SPECIFICS

Where will Craig be speaking? \_\_\_\_\_

\_\_\_\_\_  
*(Please describe the hall, room or venue, including size, capacity, type of environment, etc.)*

Will there be a stage? \_\_\_\_\_ If so, how high? \_\_\_\_\_

Please describe the seating arrangements? \_\_\_\_\_

\_\_\_\_\_  
*(Classroom style with tables and chairs, round tables, rows in a chevron pattern? # and location of aisles?)*

Description of Sound System? \_\_\_\_\_

Is there a Lavalier Mic for Craig? \_\_\_\_\_

A Hand-held Mic for Audience Participation? \_\_\_\_\_

Feel free to use back of sheet for additional information, or to append supporting documentation.  
Please return to Craig Harrison: [Craig@ExpressionsOfExcellence.com](mailto:Craig@ExpressionsOfExcellence.com)