



PRE-PROGRAMME QUESTIONNAIRE

Please assist Alexander Blass and his staff in preparing a presentation that is suited to the needs of your audience. The answers to this questionnaire will help us tailor the presentation appropriately. Please feel free to skip any questions that you deem irrelevant for your event or audience. Please return 45 days prior to +1 206 339 2979 fax, or through your speakers bureau, if applicable.

Contact information:

Name and title:

Organization:

Phone:

Email:

Event and venue information:

Name of event:

Date and time (start and finish) that Alexander Blass will be speaking:

Name, address, city, and phone number of event venue:

What is the name of the room Alexander will speak in?

Name and phone number of person to contact at event:

Name, email address, and phone number of person who will be reading Mr. Blass's introduction?

(Please arrange a brief meeting or call between them in advance.)

What time is the microphone/AV/lighting test?

Are there special functions that would be helpful to attend? If so, please indicate when and where.

Speaker dress code for event:

Event Details:

What is the theme of your event, and what is your most important objective for the event?

How do you want your attendees to feel at the end of Mr. Blass's presentation, and is/are there a primary message or messages you would like for him to convey?

Who are the other presenters at this event, if any, and what is the focus of their presentations?

How do you measure the success of your events and its presentations?

What is the mission or philosophy statement for your organization?

Please list some industry or company specific terms, phrases, jargon, or acronyms that Mr. Blass might incorporate into his presentation that will resonate with your audience.

Is there a phrase or saying that the CEO, president, or any well-known person uses that would be humorous to reference?

What is the most humorous situation that attendees have been involved in?

Will there be any special guests in the audience? If so, please detail.

Are there any sensitive issues or topics that should be avoided?

Audience details:

Number of attendees:

Average age:

Percentage male/female:

What are their job titles, major job responsibilities, and do they have employees?

What professional challenges do they currently face that may “keep them up at night?”

What do you think distinguishes your top performers from the others?

Please detail any significant recent industry events, or mergers, acquisitions, relocations, layoffs, etc.:

Please name 1-2 publication(s) that virtually all your attendees read regularly, in order of popularity:

Thank you for your time and attention in providing us with this information in a timely fashion. We appreciate the opportunity to work together.