

# SPEAKER PRE-PROGRAM QUESTIONNAIRE

**Speaker Name:** Gerald Leonard  
**Speaker Email Address:** gerald@geraldjleonard.com  
**Speaker Cell Phone:** (in emergency) +1 (443) 622-4740

**ATTN EVENT PLANNER:** Please complete details below, then return to [gerald@geraldjleonard.com](mailto:gerald@geraldjleonard.com).

**Group Name:** \_\_\_\_\_

**Date of Event:** \_\_\_\_\_

*ALL QUESTIONS MAY NOT APPLY TO YOUR GROUP, BUT PLEASE FILL OUT WHAT IS APPROPRIATE.*

**1. What is your conference theme?**

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**2. What are your specific objectives for the speaker's presentation?**

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**3. What are any sensitive issues that should be avoided?**

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**4. Time frame of presentation:**

Approximately from: \_\_\_\_\_ a.m./p.m. to \_\_\_\_\_ a.m./p.m. Local Time

**5. What takes place immediately before and after the speaker's presentation?**

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**6. Who are the other speakers on the program (if any)?**

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

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**8. What did you like/dislike about their performance?** *(List what you remember the most and if you'd like to delete or repeat for your audience.)*

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**9. Please list (3) items you believe the speaker should know before addressing your group:**

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**10. What are the most significant events that have occurred in your industry, organization, and/or group this year?**

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**11. Is there a professional or industry specialty among this group, a subset within that industry, or a more general audience?** *(If specialized, please provide details.)*

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**12. Audience demographics:**

- Number of attendees anticipated: \_\_\_\_\_

- **Senior Leadership:**  YES  NO | **Managers:**  YES  NO

- **Professional Practitioners:**  YES  NO | **Scientific/Technical Teams:**  YES  NO

- **Entrepreneurs:**  YES  NO

- General description of attendees:

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**13. What is your #1 goal for your audience? *(This is the most important question.)***

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**14. Please provide a brief description of your organization and what you do:**

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**15. What is your protocol when speakers sell educational materials at your event?**

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**16. Is Speaker allowed to mention from stage that they have an order form for your group?**

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**17. How can Speaker provide a product order form to your attendees for his Training Program?**

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**18. Can we discuss how the forms will be handed out and retrieved at your event?**

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**19. Will you have volunteers available to assist speaker?**  YES  NO