

# Pre-Program Questionnaire

Alex Bratty wants to contribute in a meaningful way to the success of your event. To meet that goal, she likes to receive as much information as possible about your organization, audience, and event so she can tailor her presentation to best meet your needs.

Please take a few moments to complete this questionnaire and return it with any event marketing or promotional materials (e.g. flyers, brochure, press kits, invitations, etc.).

Organization: \_\_\_\_\_

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

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

Date of Alex's Program: \_\_\_\_\_

Primary Contact Prior to Event:

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

Office #: \_\_\_\_\_ Cell #: \_\_\_\_\_

Email: \_\_\_\_\_

Primary Contact at the Event:

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

Office #: \_\_\_\_\_ Cell #: \_\_\_\_\_

Email: \_\_\_\_\_

What is the event theme/focus? \_\_\_\_\_

What is happening immediately BEFORE Alex's presentation? \_\_\_\_\_

What is happening immediately AFTER Alex's presentation? \_\_\_\_\_

What speakers have you had in the past? \_\_\_\_\_

Who else is speaking at this event? \_\_\_\_\_

Number of people attending Alex's program? \_\_\_\_\_

Who is attending (e.g. execs, managers, employees, customers, etc.) \_\_\_\_\_

Average age: \_\_\_\_\_ Age range: \_\_\_\_\_

% Women: \_\_\_\_\_ % Men: \_\_\_\_\_

Anything else Alex should know about this audience? \_\_\_\_\_

What are your three most important objectives for Alex's presentation?

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

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

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

What ideas/concepts/skills do you want your group to retain from Alex's presentation?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Completed By (Signature): \_\_\_\_\_

Printed name: \_\_\_\_\_

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

Organization: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Date: \_\_\_\_\_

Please return this form by email to: [alex@alexbratty.com](mailto:alex@alexbratty.com)