Audience Impact Maximizer
(Pre-Program Questionnaire)

This questionnaire is valuable in customizing Shep’s presentation for your audience. Please take the time to fill out all the applicable questions about your audience. (*Not every question is applicable!* Also, you can cover some of these questions in the pre-event/content call with Shep.

It would also be helpful to have the following:

- The agenda that includes Shep’s presentation
- Any past agendas from similar meetings
- Brochures about your company, products and services
- Information you are sending the attendees of the meeting; brochures, promotional materials, etc.

Thank you very much, and we look forward to working with you!

PLEASE RETURN THIS QUESTIONNAIRE TO:

Shep Hyken
Shepard Presentations
shep@hyken.com
Phone: (314) 692-2200
www.hyken.com
Audience Impact Maximizer

Name of company/organization/association: ________________________________

Name of person completing this questionnaire: ______________________________

Phone number (and extension): ______________________ Email address: __________

Presentation Date: ________________________________

Starting time of Shep’s program: __________

Ending time of Shep’s program: __________

Presentation Site: ________________________________________________

Address: _________________________________________________________

City, State, Zip: ___________________________________________________

Phone #: ________________________________

Travel Arrangements

Shep makes his own air reservations. Please make a hotel reservation.

Arrival Date: ________________________________

Closest airport: ________________________________________________

Hotel accommodations: __________________________________________

Address: _________________________________________________________

City, State, Zip: ___________________________________________________

Phone #: ________________________________

Hotel confirmation number: _________________________________________

Ground Transportation: (If applicable.) ______________________________
Audience Profile

1. Audience size: ________________________

2. How will the audience be seated?
   [ ] Theater
   [ ] Classroom
   [ ] Round tables
   [ ] Other (please specify): __________________

3. Are spouses invited? [ ] Yes       [ ] No

4. Percentage of males/females?   Males: ____%   Females: ____%

5. Please describe what your company or organization does in one or two sentences.

6. Please describe the audience. What are the major job responsibilities, titles, etc. (This is very important!)?

7. Who are the customers of the audience?

8. Please list the names of key company executives (and their positions) who will be attending the meeting.
The Meeting

9. What is the “theme” of your meeting?

10. What is the reason/purpose/goal for this meeting? (Annual sales conference, industry meeting, incentive program, etc.)

11. Who else will be speaking at the meeting (and on what subjects)?

12. Who has spoken in the past (and on what subjects)?

13. What takes place immediately before and after Shep’s presentation?

   Before:

   After:

14. Who will introduce Shep? ________________________________
15. What are three things you want people to remember when Shep’s presentation is completed? (This is VERY important!)

16. Can you offer suggestions to make this the best presentation your audience has ever heard?

17. Outside of the obvious (politics and religion), are there any issues that should be avoided?

18. What will be the appropriate attire? (How would you like Shep to dress?)
   - [ ] Casual: Sport jacket and jeans
   - [ ] Casual: Sport jacket and no jeans
   - [ ] The “power suit” with tie
   - [ ] Other (please specify): ____________________
Company Information

19. What is your company’s mission statement? (You may send as separate attachment.)

20. Who is your competition, and why should a customer buy from you over your competition? What makes you special, unique, etc.?

21. What are the three most important things I should know about your organization?

22. What are your company’s three greatest accomplishments this year?

23. Are there any objections, problems, concerns or confrontations the audience is dealing with in their jobs or with what they sell?

25. What question(s) have we neglected to ask that would help Shep better understand your company, association or industry?

26. Would you be interested in learning about Shep’s books? They help attendees retain the information and are a great welcome gift or “souvenir” of the speech. (Big discounts are available when purchased in conjunction with a speech.)

[ ] Yes, I’m interested. Let’s talk about books!
The Customer Focus™ online/virtual training brings our best customer service training direct to your computer, smartphone, or tablet.

It is all about creating an amazing customer experience. And, creating customer amazement isn’t hard. It’s something we can all do, and be good at. And, not just good, but amazing!

Delivering amazing customer service isn’t just for people on the front line or in customer-facing jobs. It’s everybody’s job, from the CEO to the most recently hired employee. Because...

**Customer service isn’t a department; it’s a philosophy.**

- It means adopting the right mindset and having the right attitude about our customers, both internal and external.
- It’s about everyone, regardless of their position, being a leader and role model in creating amazing service.
- Take the training when it is convenient for you! You can work for ten or fifteen minutes, come back the next day and pick up where you left off.
- Managers or supervisors can be given “administrative rights” and can track, measure and monitor the progress of each learner.
- **Great opportunity for follow-up or for people who did not attend Shep’s speech.**

**Substantial discounts offered to those who have booked Shep**

For more information on The Customer Focus™ online/virtual training, please visit: [www.ShepardVirtualTraining.com](http://www.ShepardVirtualTraining.com)

or call us at 314-692-2200.