

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? _____

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™

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

or call us at 314-692-2200.

