

# **Pre-Program Questionnaire for David Glickman**

Here's the good news:

## **You don't have to fill this out!**

This questionnaire is only here so that you can see the kinds of questions I'll ask you when we have our Pre-Program Phone Call. I like to have a phone call with you about a month before your event—and I'll ask you many of these questions at that time. (We can usually do the phone call in less than an hour.)

That being said—if you would *prefer* to fill this out, go for it! I'll still want to have a phone call with you, but it will be a shorter call if you want to fill this out.

Thanks! I look forward to having a productive phone call with you and presenting a GREAT program at your event!

*David Glickman*

## **Part I—Questions about the Event**

1. Dates for the entire event (please send complete agenda and any other promotional info about the event)
2. Timeline for my program (other speeches, what's before & after me)
3. Location of event (include specific room for my program, if known)
4. Occasion of event
5. Does the event have a theme or name?
6. Is there a Facebook page for this event?

7. Is there a Twitter hashtag for this event?
8. Approximate number of attendees
9. How will the room be set-up? (Classroom style? Theater style? Banquet style?)
10. Will the stage have a backdrop or just the wall behind it?
11. Will the program be projected onto a large screen or screens?
12. If not, will there be a screen or screens set up for other presenter's slides?
13. Age range & average age of attendees
14. Gender ratio of attendees
15. Attire for the program
16. Where are attendees from?
17. How did they travel to event? Fly? Drive?
18. If event is at a hotel, are most attendees staying there? Are any attendees staying there?
19. Are attendees bringing spouses, families, or guests to the event?
20. If so, will they be attending my program?
21. Will attendees receive a "Welcome" bag? If so, what will be in it? Can I get one?

22. Is there a t-shirt being given out or sold at the event? Or is there a t-shirt or golf shirt that's available that has the group's logo on it? If so, can I borrow one to hold up as a prop?
23. Is there a trade show as part of this event? If so, what is the scope of the trade show? (Tabletop exhibits? Large booths? Approx. how many booths? Trade show hours?)
24. Who are the other speakers on the agenda for the event?
25. What speakers have you had in the past for this event? Any other humorists?
26. Who will be introducing me and what is their title?
27. What are the job titles and/or responsibilities of the attendees?
28. How often do these attendees get together for this kind of meeting/event?
29. Do most of the attendees know each other?
30. If not, do *any* of the attendees know each other?
31. Can we review all of my audio-visual needs?
32. Who is your contact for the audio-visual equipment?
33. Who is your contact for the meeting room?
34. What time can I do a sound check for the event?

## Part 2—Questions about the Group

Please send me internet links (or hard copies) of any websites, promotional literature, newsletters (internal & external), organizational charts, employee or organization handbooks, annual reports, basically EVERYTHING that you can get your hands on that has anything to do with the group. The more, the better!

1. Name of the group
2. Are they part of a larger organization or a parent company?
3. Web site for the group
4. Any industry web sites to study
5. Buzzwords, lingo, acronyms, jargon, etc. associated with your group or industry
6. General info if the group is a business: locations, number of employees, organizational structure, mission statement, products, services, history, etc.
7. General info if the group is an association: number of members, leadership & staff structure, criteria for membership, professional designations, awards, meetings schedules, history, etc.
8. Is there a software program or computer system or an intranet that is specific to your group? If several, is there one that is frustrating to use?
9. Major competitors (and their weaknesses)
10. Any regulatory or compliance organizations that cause stress?

11. Other industries/professions/groups/businesses that are not liked by attendees
12. Recent (or not so recent) successes or initiatives
13. Recent (or not so recent) projects or initiatives that did not work
14. Any misconceptions or fallacies about your organization or industry?
15. Recent awards/honors/accolades
16. Sensitive subjects—what to avoid
17. Tell me about a great day at work. What would that look like?
18. Tell me about a terrible day at work. What would that look like?
19. Hot buttons/pet peeves of employees/members
20. Hot buttons/pet peeves of management/officers
21. Hot buttons/pet peeves of customers/clients
22. Attendees' main obstacles/hurdles/hassles/what keeps them up at night?
23. What are some of the difficult tasks or responsibilities that attendees face on a regular basis?
24. Is there something that attendees must have patience for on a regular basis?
25. Any former employees /members /industry people to poke fun at?

26. If the attendees are all from the same geographic area, is there something about that area that it's known for? Is there anything going on in the area currently that is a topic of conversation?
27. Is there anything memorable that happened at this event in recent years?
28. Are there any high-profile employees, managers, officers, members, attendees, etc.—basically your group's well-known people—that I can mention? What are their names, titles, vices, sayings, personality traits, habits, hobbies, things they are known for.
29. What is your main objective for this meeting or event?
30. What is your main objective for my program at this event?
31. Are there any specific messages or themes you want conveyed, directly or indirectly, during my program?
32. Is there anything I haven't asked that I should be aware of?