



▶▶ Help Sandra Strauss Deliver A Keynote You'll Love!

Sandra (Sandy) Strauss does thorough pre-event research and customizes her program for your company, organization, or situation. To do that, Sandy needs your help.

Please answer the following questions as soon as possible after booking Sandy for your event. Shortly after completing this questionnaire, Sandy will follow-up with you to make sure she's got everything covered.

Pre-Program Questionnaire

Meeting Planner Contact Info:

Name: _____

Title: _____

Company/Organization: _____

Street Address: _____

City: _____ State: _____ ZIP: _____

Website: _____

Phone: (____) _____

Fax: (____) _____

E-mail: _____

Event Info

Event Name: _____

Event Location (including address): _____





Date of Sandy's Presentation: _____

Time of Sandy's Presentation: from _____ to _____

Are there any **other activities** before, after, or at the same time of Sandy's presentation?
Please describe.

Is there an event **theme**? What is it? Please describe.

What is the **specific purpose** for this event?

Who is **ultimately responsible** for the success of this event (for example, Steve Harris, Senior VP of Human Resources)?

Name: _____

Title: _____

Phone #: _____

What are 3 things you'd like people to **remember** when Sandy's presentation is completed?

1.

2.

3.



Are **handouts** required, preferred, or optional?

Audience Info

About **How Many People** Will Be Attending Sandy's Presentation: _____

% Breakdown by **Age**: Under 30: _____ 31-40 _____ 41-50 _____ 51+ _____

Majority of **Attendees** are (choose top 2 groups):

- Administrative Support
- Middle Management
- Senior Management
- Business Owners/Entrepreneurs
- Attorneys
- Actuaries/Accounting/Financial Professionals
- Other: _____

Do any of the attendees have any special needs requiring accommodation under the *Americans with Disabilities Act*? If so, please specify:

What are the **major job responsibilities** of attendees?

What did the group like or dislike about **previous speakers**?



What are **3 important things** (for example, concerns, desires, or attitudes) Sandy should know about the group?

- 1.
- 2.
- 3.

Who are **3 key attendees** Sandy can speak to prior to her presentation for input?

1. Name: _____
Title: _____
Phone #: _____
2. Name: _____
Title: _____
Phone #: _____
3. Name: _____
Title: _____
Phone #: _____

Company/Organization Info

What is the company or organization's **mission statement, vision, motto, or slogan**?

What is the company or organization's major **strength** or **uniqueness** (for example, market position, corporate culture, innovative products/services, commitment to ethics)?



What is the **greatest challenge** facing the company or organization today?

How can Sandy's presentation help the company or organization **meet this challenge**?

What Else?

Is there **anything else** that Sandy needs to know? Are there any issues that Sandy should **avoid**?

Last thing. What are at least 2 **good dates/times** over the next 2 weeks for Sandy to follow-up with you? Please include your time zone!

1.

2.

▶▶ Complete this questionnaire and email to: sandy@sandrastrauss.com or fax to 1-484-727-6457.

Questions? Call 1-703-273-6457.

Thank you!