

# LARRY THOMPSON SPEAKING

## PRE-PROGRAM QUESTIONNAIRE

Please fill out and either fax to (310) 288-0711 or E-mail to LTBeverlyHills@aol.com.

### Information

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

Program date(s): \_\_\_\_\_

Exact time of presentation: \_\_\_\_\_  
(i.e. 8 a.m. to 5 p.m.)

Name of preparer: \_\_\_\_\_

Position: \_\_\_\_\_

Phone number: \_\_\_\_\_ ext \_\_\_\_\_

Fax number: \_\_\_\_\_

E-Mail: \_\_\_\_\_

### Logistics - Transportation

A. What is the exact location of the event?

\_\_\_\_\_

Meeting facility: \_\_\_\_\_ room#: \_\_\_\_\_

Mailing address: \_\_\_\_\_

\_\_\_\_\_

Phone number: \_\_\_\_\_

Key contact  
person: \_\_\_\_\_

B. How far is it from the airport to the meeting site?

\_\_\_\_\_

C. Larry's hotel accommodations:

Larry's hotel: \_\_\_\_\_

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

\_\_\_\_\_

Phone number: \_\_\_\_\_

Distance to meeting facility: \_\_\_\_\_

D. If any problems or emergencies occur en route to the program, who should Larry contact?

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

On-site phone: \_\_\_\_\_

Home phone: \_\_\_\_\_

E. Larry will be arriving on (date) \_\_\_\_\_

at approximately \_\_\_\_\_

via \_\_\_\_\_

F. Larry will be departing on (date) \_\_\_\_\_

at approximately \_\_\_\_\_

via \_\_\_\_\_

**Lodging**

G. Please confirm a hotel room for Larry for the evening(s) of \_\_\_\_\_

Please guarantee these reservations for late arrival and direct bill the room and tax to your master account.

\_\_\_\_\_

**Program Agenda**

A. Larry's presentation:

Start time: \_\_\_\_\_ End time: \_\_\_\_\_

B. What is the name and title of Larry's introducer?

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

C. What will be the appropriate attire at the program?

\_\_\_\_\_

D. What takes place immediately before and after Larry's presentation (another speaker, meal function, break, etc.)?

Before: \_\_\_\_\_

After: \_\_\_\_\_

**Key Contact List**

A. What **two** people can Larry interview over the telephone to further tailor the event to your needs?

Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

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

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

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

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

B. Officers of the Company / Association (or send a flow chart)

Name: \_\_\_\_\_ Position: \_\_\_\_\_

E-mail: \_\_\_\_\_

Name: \_\_\_\_\_ Position: \_\_\_\_\_

E-mail: \_\_\_\_\_

C. To what State and National Associations does the corporation belong?

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Please include with questionnaire if available:

- Black and white clip art of your logo
- Annual Report (If Available)
- Information to help Larry understand your company or association
- Video about your company or association
- A rough or final agenda of the meeting

**Program Contents**

A. Conference theme?

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B. What is the purpose of this meeting (annual meeting, training, awards, etc.)?

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C. What are your specific objectives for Larry's presentation?

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D. Are there any sensitive issues that should be avoided?

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E. What behavior changes do you hope will be achieved / what results are you hoping for?

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F. What other outside speakers will be presenting at this meeting? What are their topics?

Name: _____	Topic: _____
Name: _____	Topic: _____
Name: _____	Topic: _____

G. In which area does this group need the most growth?

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H. Most audiences want something to help them continue the learning after the presentation. What do you prefer?

A copy of Larry's book, **SHINE**  
 The live cassette album  
 A video recording  
 Other: \_\_\_\_\_

Include a mission statement for your organization, if available.

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I. What are your people doing right?

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J. What do you expect from Larry's message: (i.e. motivate, train, reinforce, and generate enthusiasm)? List in order of importance.

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K. Who is most respected among the audience?

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L. What are the "buzz" words in your industry for this group?

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M. What seeds, if any, do you want planted?

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N. What can Larry do that will add a special touch?

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O. What are the industry / firm trends that are appropriate for Larry to touch on during his presentation?

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### **Audience Profile**

A. What are the major job responsibilities of those in the audience?

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B. What three main things do you think Larry should know about your group before addressing them?

1.

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2.

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3.

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C. Audience:

Number attending? \_\_\_\_\_

Are spouses invited? \_\_\_\_Yes \_\_\_\_No

Percentage of males? \_\_\_\_\_

Percentage of females? \_\_\_\_\_

Average age group? \_\_\_\_\_

Range of age \_\_\_\_\_ to \_\_\_\_\_

Annual income  
(range & average):

range: \$ \_\_\_\_\_ to \$ \_\_\_\_\_

average: \$ \_\_\_\_\_

Educational background:

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How are these people paid?  
(Salary? Bonus? Commission?)

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D. What are the names and proper titles for the following individuals in your organization?

President / CEO \_\_\_\_\_

VP of Sales / Marketing \_\_\_\_\_

Director of Training / Education \_\_\_\_\_

Sales Manager \_\_\_\_\_

Meeting Planner \_\_\_\_\_

### **Background**

A. What is the primary product / service that you offer?

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B. What are the two most important benefits you offer to your customers?

1.

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2.

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C. What are the most common objections received from customers or prospective customers?

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D. Who are your major competitors in your market areas?

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E. What are your major weaknesses compared to your competitors'?

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F. What are your major strengths compared to your competitors'?

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G. If you could change your industry (product market), what would you change?

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**Other**

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**Thank You!**