

**Kevin Hogan, International Speaker, Author, Consultant**  
**16526 W. 78th St. #138, Eden Prairie, MN 55346**  
**Phone (612) 616-0732 - Fax (952) 443-2293**  
**[www.KEVINHOGAN.NET](http://www.KEVINHOGAN.NET)**

### **Pre-Event Questionnaire**

**Speaker:**  
**Organization:**  
**Event Date:**

This Questionnaire will help us tailor the presentation to your specific needs. Please answer all questions as completely as possible and feel free to skip any that may not apply. Or if you'd prefer, you can discuss this information during a pre-event conference call with Kevin. Please also send whatever printed information may be available, that you feel would help us better understand your organization's personnel, products, services, and industry. Keep in mind, we would rather have too much than too little. You can email the information to kevin AT KevinHogan DOT com or fax it to 952-443-2293, or mail it to the address above. Thank you, we appreciate you taking the time to provide us with this valuable information!

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#### **The Program**

What is the purpose for this event?

If there is a theme for your event, what is it?

Which topic(s) / presentation title(s) are you most interested in?

What ideas/skills do you want your group to retain from the speaker's presentation?

What are your most important objectives for the presentation?

Who is the person responsible for calling the meeting and what is their role/position?

Who will introduce the speaker and what is their role/position?

What will be happening before and after the speaker's presentation?

Schedule permitting, are there any additional activities you would like the speaker to attend (i.e. meal function, reception, meet-and-greet, etc.)?

#### **Audience Analysis**

How many people will be attending the speaker's presentation?

How many people will be attending the entire event?

What are the job titles/responsibilities of the audience members?

What is the approx. male vs. female break-down? \_\_\_\_

What is the average age of the audience members?

- \_\_\_ % Matures (< 60)
- \_\_\_ % Boomers (42 to 60)
- \_\_\_ % Gen X (27 to 41)
- \_\_\_ % Millennials (> 26)

Approx. what percent of your audience are managers/supervisors?

What are the names and titles of your top executives who will be attending?

### **Background/Company Information**

Please provide a brief description of your company/organization.

What industry does your organization belong to?

What three main things should the speaker know about your group?

What are three values you would say dominate the culture?

Is there any jargon that the speaker should be familiar with to better relate to the audience?

Who is your typical customer?

Who are your major competitors?

What unique features/strengths of your organization differentiate it from the competition?

What are your three biggest strengths and weaknesses compared to your competitors?

What issues/challenges has your industry or organization been facing lately?

What do you expect for your organization in the coming year?

Are there any sensitive issues that should be avoided?

Do you have any additional comments or information that would be helpful in tailoring the presentation?

As part of the research Kevin may need to reach out to a few individuals to learn more about your group. Please provide contact information for the people responsible for the following and indicate with an asterisk (\*) anyone whom you would definitely like the speaker to contact.

President/Executive Director:

Vice President of Marketing:

Vice President of HR/ Personnel:

Sales Training:

Customer Service Training:

In House Communications or Publicist:

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### **Speaker Information**

What factor played the biggest part in your decision making process to hire this speaker?

Will there be other professional speakers presenting at this event? If so, please list their names and topics:

What other professional speakers have you used in the past?

What did you especially like or dislike about their presentations?

### **Guests**

With your permission, would the speaker be allowed to invite a colleague/guest to sit in the back of the room during the presentation and depart immediately afterwards?

**Thank you for taking the time to complete this questionnaire. Please email the completed version to kevin AT KevinHogan DOT com or fax to (952) 443-2293.**