



## We Need Your Input!

This **Pre-Program Questionnaire** will enable Ava to **tailor her presentation** to your group. Feel free to skip over any questions which might be irrelevant due to the nature of your program. **We are not trying to make more work for you—this information will increase the value of this program** to your audience!

*Please get this to Ava at least **thirty days before her presentation**, as she will need time to contact the members of your audience whose names you submit, and to customize your program.*

If you'd prefer to do this in a **telephone conversation**, please call and set up time with Ava. You can talk—she'll do the typing!

### Your Organization

Organization:

Contact: Name

Title

Phone: Work

Mobile

Email:

Address:

Website:

Who will do Ava's introduction?

Phone:

Email:

Who will do Ava's "out-tro?"

Phone:

Email:

### Your Event

Meeting Date(s):

Meeting/conference title or theme?

Purpose of the meeting?

## **Ava's Presentation**

**Confirm date and time of Ava's presentation: Date:**

**Start time:**

**End time:**

**Set up time:**

**When can Ava meet with the A-V professional?**

**Ava's role in your program (opening or closing, keynote, breakout, MC, etc.)**

**How will most of the audience be dressed (i.e., business, business casual, casual)?**

**How should Ava be dressed?**

**Why did you select this topic?**

**Top 3 objectives for Ava's presentation:**

**What comments or suggestions do you have that will help Ava make this presentation the best your audience has ever had?**

**How would you describe speakers who have been a bit hit with this audience?**

**How would you describe those who have not been received well?**

**How will you know if Ava was a hit?**

**Who (if anyone) is on the program just before Ava and what is their presentation topic? If there is not a speaker, what is happening just before her program?**

**Who (if anyone) is on the program right after Ava and what is their presentation topic? If there is not a speaker, what is happening just after her program?**

**Ava would like help distributing handouts prior to her session(s). Will there be a Room / Session Host? If so, who?**

## Your Audience/Attendees

**Number attending:**

**Male %:**

**Female %:**

**Average Age:**

**Age Distribution:**

**How will they be seated? Round tables? Theater style? Classroom Style?**

**Who will attend?** (*Business owners, members, supervisors, managers, executives, line staff, professional staff, support staff*)

**What are the 3 most important things Ava should know about your group?**

**Briefly, what is the nature of the work performed by the group?**

**What separates your high performance people from others?**

**What are the top 3 challenges or problems experienced by the people who will be in my audience? Please be very specific.**

**Sensitive issues (if any) that should be avoided?**

**What drives your people crazy? What do they complain about when they think no one's listening?**

**Are there any top/key people to recognize in your audience? (name, title, reason)**

**Are there any people in the audience Ava should "poke fun" at in a good natured way? (name, title, reason)**

## Your Organization

**What is the mission/philosophy statement of your company/organization?**

**What is the primary product or service that you offer?**

**What are the three most important benefits you offer to your customers/clients? What are a few recent achievements the organization is proud of?**

**What are the key problems/challenges you are facing? Which present the greatest opportunity for improvement?**

**What is unique about your group?**

**Please list any specific in-house jargon, projects, phrases/sayings, buzz words, acronyms, or words applicable to this audience that might be incorporated into the presentation. Please let Ava know what the acronyms mean.**

**Please share any “local color” you may know of relating to the location where this program will be held.**

**Ava wants to make sure her program is right on target for your attendees. Please provide the names and contact info for three people who will be attending the event. With your permission, she will contact them to discover more information that will be relevant to the program. Please let them know she'll be in touch.**

**Name/telephone number/email:**

- 1.
- 2.
- 3.

### **Your Industry**

**Please write a several sentence description of the state of your industry. Include achievements and challenges. Explain where your organization fits in all of this. Are you ahead of the curve? Behind it?**

## Learning Resources

Many clients are interested in providing a learning or motivational resource, such as a book or CD to each of their attendees to extend Ava's impact and message. Would you like to learn more about this?

- Yes
- No

Most organizations ask Ava to make her books, CDs and other support products available for purchase after her program to reinforce her message. Would you like Ava to set up a table of these resources?

- Yes
- No

If yes, please confirm where the table will be located.

*Note: Preference is in back of room by the main exit door; second choice: outside the room in the path to the restrooms or next meeting*

If Ava will be setting up a resource table, can you provide two volunteers to help staff the table before and after her presentation?

- Yes
- No

Ava would love to offer her newsletter, Power Tips, to your attendees. To subscribe your group, just send her a list of names and email to [ava@avadiamond.com](mailto:ava@avadiamond.com).

*We do not share email addresses ever—  
we hate spam, too! And folks can unsubscribe if they want to.*

## Logistics/ Travel

Fly into what city?

Estimated time between airport and hotel/event site?

Ground transportation instructions: Take a cab? Car service? Rent Car? Other?

If you are sending a driver, please provide the driver's name and phone number.

Please reserve a non-smoking room for the night prior to the event, guaranteed for late arrival. Please arrange to direct bill room and tax to your master account.

Hotel with address and phone number:

Hotel confirmation number:

Would you like Ava to notify someone after she arrives at the hotel? If so,  
Name: \_\_\_\_\_ Mobile phone \_\_\_\_\_

Meeting Location: (if different from the hotel above) Address, telephone number, directions from hotel.

Contact at meeting site:

Name: Title: Mobile Phone:

Emergency Contact: Name: Title:  
Business Phone: Home Phone: Mobile Phone:

Is it possible for one or two guests to sit in on my program?

- Yes  
 No

Will Ava's program be videotaped by your organization for use later?

- Yes  
 No

*If so, please contact Ava to discuss fees and specifics.*

Would you like me to call you to discuss any of these items?

- Yes  
 No

**\*\*\*Please send Ava a meeting agenda/program as soon as possible\*\*\***

**Include any websites, brochures, advertising materials, etc. related to your event so that Ava's program will be consistent with your marketing.**

**Additionally, any annual reports, organization/company newsletters or newspapers, flyers, or key brochures would be helpful.**

**Please return this questionnaire by e-mail ([ava@avadiamond.com](mailto:ava@avadiamond.com)) or fax (970)224-2874**

**Feel free to give us a call if you have any questions.  
970-224-3015**

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***Thank you very much for helping me  
customize my presentation for your group!***