

BORIS CHERNIAK Pre-Program Questionnaire

Please fill in and email back. Additional details can be provided in a phone call.

Name: _____ Company: _____ Title: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Phone #: _____ Email Address: _____

Company WEB PAGE: _____

The Program

1. What is your program/event theme? Please provide event logo (where available) for any handouts to *maximize message impact and create a clear and personalized call to action*. _____

2. What kind of meeting will this be? _____

3. Do you have an event #hashtag? Any social accounts that should be tagged?

4. Name and title of the person doing the introduction? _____

5. Exact presentation times: _____

6. What events/speakers take place before and after and their presentation subjects?

Before _____

After _____

7. What is my role in the program – opening/closing? _____

8. Are there specific issues/messaging I should be sure to *address? ...or avoid?*

9. Why did you select me as your speaker?

10. What is the appropriate dress? (Suit and tie, sport coat/slacks, business casual)

Mementos

1. A fantastic way to provide attendees with a valuable gift as a memory of my presentation with a clear message right on the cover. You can purchase my book **YOU CAN DO ANYTHING** as a fond reminder of your event.

| Volume Pricing (USD) | |
|----------------------|---------|
| Copies | Price |
| < 20 | \$17.95 |
| 20 - 50 | \$15.95 |
| 50 - 100 | \$13.95 |
| 100 + | \$11.95 |

The book can be ordered directly from Amazon at the following link:
<https://www.amazon.com/You-Can-Do-Anything-Motivation/dp/0968799442>

2. You will witness an amazing custom-designed presentation. I record my presentations for personal use. You are welcome to record / photograph the presentation without duplicating / distribution rights as long as I am provided with digital footage that can be used in my promotional materials.

Logistics

1. Nearest major airport to the meeting site: _____
Travel distance in time from airport to the meeting site: _____

2. Transportation from the airport to meeting site:
___ cab ___ shuttle ___ car rental ___ will arrange airport limo to meet me

3. Day of event emergency contact: Name _____ Cell # _____

4. Meeting Location

Venue _____ Venue Telephone _____

Address _____

City _____ State/Province _____ Zip/Postal _____

Meeting room name/number _____

Accommodations at the same location as the event? _____

If Not – please provide address _____

Audience Demographics

1. Number attending presentation: _____ % Males _____ % Females _____
Average age of the group: _____ Age range: _____ to _____
Are spouses invited? _____

2. What are the primary job titles and functions of those in attendance?

3. Describe the current state and attitude of:
A typical member of your group: _____

Your organization: _____

Your industry: _____

4. What needs improvement? _____

5. What are the practices of top performers in your organization? _____

6. What message do you want to leave attendees with from my presentation _____

General Background

1. What industry sector is your organization a part of? _____

2. *Please provide* any jargon or common acronyms to be familiar with _____

3. Please provide challenges that you are dealing with that the presentation should resolve or provide answers to help deal with effectively _____

Please provide contact info for three key people I can contact who represent the largest portion of the audience.

| Name | Phone Number | Email address |
|------|--------------|---------------|
| | | |
| | | |
| | | |

I will research your organization, and appreciate any information, service or product that will help me understand the audience best.