

PRE-PROGRAM QUESTIONNAIRE for Mark Sincevich's Programs

This questionnaire is a valuable aid in customizing Mark's presentation for your audience. Please take the time to fill out all of the **applicable** questions about your audience. (Not every question is applicable!) If you need to use the back of the questionnaire or additional paper, please do so. **The more information Mark has, the better.** It would also be helpful to have the following:

- The agenda that includes Mark's presentation
- Past agendas from similar meetings
- Brochures or web links for information about your company, products and services
- Information sent to the attendees of the meeting; brochures, promotional materials, etc.

Thank you very much, and we look forward to working with you!

PLEASE RETURN THIS QUESTIONNAIRE TO:

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PRE-PROGRAM QUESTIONNAIRE

Name of company/organization/association: _____

Name of person completing this questionnaire: _____

Phone number (and extension): _____

Email address: _____

Presentation Date: _____

Starting time of Mark's program: _____

Ending time of Mark's program: _____

Presentation Site: _____

Address: _____

City, State, Zip: _____

Phone #: _____

Travel Arrangements

Arrival Date: _____

Flight arrangements: *Mark usually makes his own air reservations.*

Closest airport: _____

Hotel accommodations: _____

Address: _____

City, State & Zip: _____

Phone #: _____

Hotel confirmation number: _____

Ground Transportation: *Mark usually takes a cab unless other arrangements are made.*

Audience Profile

1. Audience size: _____

2. How will the audience be seated?

Curved Faced the Podium (Preferred)

Theater

Classroom

Round tables

Other (please specify): _____

3. Are spouses invited? Yes No

4. Percentage of males/females? Males: _____% Females: _____%

5. Please describe in one or two sentences what your company or organization does.

6. Please describe the audience. What are the major job responsibilities, titles, etc? (This is very important!)

7. Who are the customers of the audience?

8. Please list the names of key company executives (and their positions) who will be attending the meeting.

The Meeting

9. What is the "theme" of your meeting?

10. What is the reason/purpose/goal for this meeting? (Annual sales conference, industry meeting, incentive program, etc.)

11. Who else will be speaking at the meeting (and on what subjects)?

12. Who has spoken in the past (and on what subjects)?

13. What takes place immediately before and after Mark's presentation?

Before:

After:

14. Who will introduce Mark? _____

15. What are three things you want people to remember when Mark's presentation is completed? (This is VERY important!)

16. Can you offer any suggestions to make this the best presentation your audience has ever heard?

17. Are there any issues that should be avoided?

18. What will be the appropriate attire for the attendees and how would you like Mark to dress?

Company Information

19. What is your company's mission statement?

20. Who is your competition and why should a customer buy from you over your competition? What makes you special, unique, etc.?

21. What are the three most important things I should know about your organization?

22. What are the three greatest accomplishments your company has had this year?

23. Are there any objections, problems, concerns or confrontations the audience is dealing with in their jobs or with what they sell?

24. In case there are any other questions or additional research Mark might need, could you please list the names, titles and phone numbers of two more people who might help?

25. What are the two or three best books written about your industry?

26. What question(s) have we neglected to ask that would help Mark better understand your company, association or industry?

Retaining Information

27. The goal of every program that Mark presents is to have people retain the information for as long as possible. There are many ways to do this, and we would like you know about a few of them. A major advantage of presenting products to your audience is that it allows the program to keep on giving. Please refer to the Staash Press Product Page at <http://www.staashpress.com/products.html>

Audio CD Mark has the ability to digitally record his programs so that you can distribute it to your audience for increased knowledge retention. Each Audio CD is professionally edited and mastered and will provide for a consistent reinforcement of the message.

Please call Mark to discuss these arrangements.

Articles Mark has written a series of articles. Each article is approximately 750-1800 words long and focuses on customer and internal service. They can be used in your organization's publications, emails, etc. **There is no charge to use the articles.** All we ask is that you include Mark's bio at the end of the article and send us copies of any publications in which they are used.

Please send me the articles on (circle one) **disk, hard copy, both** or via **email**.

The Leadership LENS This is a publication available through E-mail. It is a monthly resource providing insight, opinion and practical information on creativity and balance. Please go to Mark's web site www.staashpress.com and register. There is no charge to receive *The Leadership LENS*. You are welcome to register as many people as you would like.