

## Pre-Program Questionnaire

Thank you for taking the time to supply this information. The more prepared we are, the better we can serve you and personalize the message. Our goal is to make you look like a hero for selecting Peggy. When we personalize our programs, the meeting planners always end up looking like heroes.

This is a guideline of information we need from you. Please answer these questions and send to us. Any other information about your company, your people or meeting you can provide will be happily received. Peggy promises to read it!

### Easy options:

1. Simply fill out this form and return by fax or postal mail.

Fax: (905) 876-2235

Mailing Address:  
Peggy Grall & Associates Inc.  
554 Hawthorne Cres.  
Milton, ON  
L9T 4N8

2. OR... If you prefer to address these questions with Peggy on the phone simply call (866) 949-6698 to arrange a meeting by phone.

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

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

Company/Association Name: \_\_\_\_\_

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

Province/State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_

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

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

Meeting Date: \_\_\_\_\_ Meeting Type (convention, sales etc.): \_\_\_\_\_

Length of Presentation/Workshop: \_\_\_\_\_

## The Program

What is your program theme?

---

What does the theme mean to your group?

---

---

Who is responsible for the outcomes of this program? (HR, Sales, Marketing, etc.)

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

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

Province/State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_

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

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

What is the name and title of the person introducing Peggy?

---

Exact Times of Peggy's presentation(s):

---

What is the best time for Peggy to do her A/V and room check?

---

How should Peggy dress for her presentation?

---

What is Peggy's role in the program? (opening/closing keynote, luncheon speaker)

---

Which company executives, if any, will be speaking before Peggy?

---

---

Who are the other professional speakers on this program?

Speaker #1: \_\_\_\_\_

Topic: \_\_\_\_\_

Date: \_\_\_\_\_

Speaker #2: \_\_\_\_\_

Topic: \_\_\_\_\_

Date: \_\_\_\_\_

Speaker #3: \_\_\_\_\_

Topic: \_\_\_\_\_

Date: \_\_\_\_\_

Which professional speakers have you used in the past?

\_\_\_\_\_

\_\_\_\_\_

What did you like about their performance?

\_\_\_\_\_

\_\_\_\_\_

Logistical Information:

What is the **nearest major airport** to the meeting site?

\_\_\_\_\_

For **transportation to and from the airport** to the meeting site

Would you **prefer**:

To **meet** Peggy at the airport

To have Peggy take a **cab**.

Exact location of the meeting:

\_\_\_\_\_

The hotel where Peggy will be staying, if not the same as the meeting:

\_\_\_\_\_

Will you be using **image magnification** (IMAG)?

Yes  No

Will a **video crew** be on site?

Yes  No

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

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Who are the people within your organization **primarily responsible** for the following:

**President/Executive Director:**

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

Exact Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**V.P of Human Resources:**

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

Exact Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Training/Professional Development Manager:**

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

Exact Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Information about Peggy's Learning Materials to reinforce the impact of her ideas after her presentation.**

Would you be interested in purchasing any of Peggy's books for the attendees?

Just Change It: The Fast Track Guide to Personal & Professional Renewal

Just Change It: Workbook

Change Bytes: Wit & Wisdom for Change Champions

19 Hopeful Hints for Managing the Big Fat Changes at Work

Would you be interested in follow-up learning materials? (Books, Tapes, Videos)

---

Who makes this decision?

---

**Audience Analysis:**

Number of Attendees: \_\_\_\_\_

Percentage Female: \_\_\_\_\_

Percentage Male: \_\_\_\_\_

Do you have **three key points** you want stressed in Peggy's presentation?

---

---

What are the **most important changes** happening in your company and industry?

---

---

What keeps senior management **awake at night**?

---

---

What are the **challenges** of your audience members?

---

---

What are their **concerns**?

---

---

What are their fears?

---

---

What are your **victories** as a company/association/team?

---

---

What would you like to **accomplish** by having Peggy speaking for your group?

---

---

What does Peggy need to do to make her talk **worthwhile** to you?

---

---

Is there a **slogan** or **philosophy** that is commonly used in your association/company?

---

Who will be attending?

**Make-up** of the audience: sales, customer service, suppliers, spouses, etc.

---

---

Should the **message** be targeted more to one group than another? If yes, which?

---

What are the **sensitive issues?** Topics/Subjects **not** to be mentioned?

---

---

Any **industry jargon** Peggy should be aware of?

---

---

**Three people valuable for Peggy to interview:**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email : \_\_\_\_\_

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email : \_\_\_\_\_

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email : \_\_\_\_\_

**Fax or mail you completed questionnaire to:**

Peggy Grall, The Change Coach™

554 Hawthorne Cres, Milton On, L9T 4N8

866-949-6698

905-876-0149

Fax: 905-876-2234

Email: p.grall@justchangeit.com

**Why not link our website to your on-line information about your meeting?**

**<http://www.JustChangeIt.com>**