

**THE SHEF**  
**AMERICA'S HOTTEST SPEAKING SENSATION!**  
**Fax #1-815-377-2461**  
**PRE-PROGRAM QUESTIONNAIRE**

1. Name of Organization? \_\_\_\_\_
2. Date of presentation? \_\_\_\_\_
3. Contact person and cell #? \_\_\_\_\_
4. What is the dress attire? (Shirt, tie, suit, polo, etc.)

5. What is the income range of the audience? \_\_\_\_\_
6. How many people will be attending, and what is the make up of the audience?(sales, tech, male/female ratio, how long employed, etc.)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.

7. What is the primary purpose of the event? Any specific objectives?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.

8. What are some specific challenges that your employees are facing?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.

9. Is there a theme to the meeting? (Push month, sales kickoff, etc.)

---

---

10. What are some recent accomplishments that your organization has achieved?

---

---

---

11. Will there be any other speakers? If so, who? Will they be selling their products/services to the audience?

---

---

12. Please provide me with the contact information of 2 of your top performers (if applicable). (This allows me to personalize the talk and help the audience find mentors in their own organization.)

---

---

13. Will there be any media at the event? \_\_\_\_\_.

14. Is there any specific jargon I should use at your meeting?

---

---

15. Are there any topics to stay away from?

---

---

16. Are there any other suggestions for me to make this your best program ever?

---

---

---

---

\_\_\_\_\_?

17. When will I be speaking?

(Date,time)\_\_\_\_\_

---

---

---

\_\_\_\_\_.

18. What is the **exact** amount of time I will be speaking?

---

---

\_\_\_\_\_.

19. What is your budget for this event? \_\_\_\_\_?

Thank you for choosing THE SHEF for your speaking needs. I am looking forward to changing the lives of your people thru the power of positive words. If you would take the time to either fill this out and fax it back, or email it back, that'd be great!

[dave@theshef.com](mailto:dave@theshef.com)

[www.theshef.com](http://www.theshef.com)



THE SHEF!