



**Winners Don't Quit Association**  
**Al Foxx • Speaker • Comedian • Author**

*This questionnaire is designed to help me prepare a program that is specifically tailored to the needs of your group. Please take a moment to fully answer all the questions, and return the form.*

**PRE-PROGRAM QUESTIONNAIRE**

**Special request:** Please send me as much information as possible to help increase my understanding of your organization. This includes association magazines, news releases, newsletters, or other information you feel would be of value.

**1. AUDIENCE ANALYSIS INFORMATION**

Number of attendees \_\_\_\_\_ Spouses invited? \_\_\_\_\_  
Number of males \_\_\_\_\_ females \_\_\_\_\_  
Average age of group \_\_\_\_\_ Range of ages \_\_\_\_\_ to \_\_\_\_\_  
Major job responsibilities of audience members

\_\_\_\_\_  
Names and titles of your top people who will be at the meeting \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**2. THE PROGRAM**

What is your specific objective for my session? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Are there any issues/topics in particular that you think I should discuss during the program? \_\_\_\_\_  
\_\_\_\_\_

Are there any key issues to avoid? \_\_\_\_\_  
\_\_\_\_\_

Name and title of my introducer: \_\_\_\_\_

What is the exact date of your planned event? \_\_\_\_\_

What are the start and end times for my portion of the program? \_\_\_\_\_ to \_\_\_\_\_

What are the start and end times for the entire program? \_\_\_\_\_ to \_\_\_\_\_

What takes place before my program (speaker, meal, workshop)? \_\_\_\_\_  
\_\_\_\_\_

What takes place after my program (break, another speaker, nothing)? \_\_\_\_\_  
\_\_\_\_\_

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If other speakers are on the program, who are they and what are their topics?

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What is the exact location of the program (city, building, meeting room)?

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Do you have any suggestions to help me make this program your best ever?

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### 3. GENERAL BACKGROUND INFORMATION

What do you consider the primary strengths of your organization/people?

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What are some current problems experienced by your industry/organization/people?

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What areas of their overall working performance are most ready for improvement?

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What are the most significant events to have occurred in your industry/organization/group during the past year (e.g., expansion, relocation, reduction in workforce, new laws)? \_\_\_\_\_

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What are the top three challenges faced by the people who will be in my audience?

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Please share with me any "industry color" (e.g., promotions, unusual regulations or policies, Murphy's Law in action). \_\_\_\_\_

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When your people depart from this presentation, what one thing do you want to be uppermost in their minds? \_\_\_\_\_

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**WINNERS DON'T QUIT ASSOCIATION – P.O. BOX 2347 – WOODINVILLE, WA 98072**  
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