

**Norma T. Hollis**  
**Pre-Program Questionnaire**

**Please fax to 323-734-7010**

This information is needed for Ms. Hollis to prepare her keynote/presentation to meet your organization's needs. Please return this information along with any additional materials that will assist Ms. Hollis to become familiar with your organization. This could include annual report, brochure, organizational chart, newsletters and/or preliminary program guide. Please feel free to call our office at any time at 323-734-7089. Thank you!

Name of organization: \_\_\_\_\_

Name of Meeting Planner: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

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

**Program**

Program Date: \_\_\_\_\_ Day of Week: \_\_\_\_\_

Program Start time: \_\_\_\_\_ Location: (City/State): \_\_\_\_\_

Start time of Norma's speech: \_\_\_\_\_ Length (total minutes): \_\_\_\_\_

Meeting/Program objective(s): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Theme and title: \_\_\_\_\_

Name and title of Norma's introducer: \_\_\_\_\_

**Audience**

Demographics:

Size of audience: \_\_\_\_\_ Men%: \_\_\_\_\_ Women% \_\_\_\_\_

Age range \_\_\_\_\_ to \_\_\_\_\_ Spouses present?  Yes  No

Tell me more about your organization and who will be attending (i.e. business of organization, titles of participants, work they do): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What is your target market? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Who in the audience should Norma take special note of?

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

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

List three (3) important things Norma should know about this audience

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

List what you are most proud of as it relates to this audience: \_\_\_\_\_

\_\_\_\_\_

What are some specific examples of what your people (or you) do that go “beyond the call of duty” in the area Norma is discussing? Please list any names Norma may use as examples and why:

\_\_\_\_\_

\_\_\_\_\_

**Background**

What is the biggest frustration you face on your job (they face on their job) that relates to my topic?

\_\_\_\_\_

List the biggest challenge facing this audience/industry: \_\_\_\_\_

\_\_\_\_\_

Why did you choose Norma for your program? \_\_\_\_\_

\_\_\_\_\_

Given Norma’s area of expertise, what thoughts would you like conveyed to your audience by her? (i.e. main concept, information, “how-to-knowledge”, etc.) \_\_\_\_\_

\_\_\_\_\_

And how do you want the attendees to feel after hearing Norma? \_\_\_\_\_

How will you evaluate the success of the program Norma conducts? \_\_\_\_\_

\_\_\_\_\_

Who else is speaking at this event? \_\_\_\_\_

\_\_\_\_\_

Who spoke last year and what did you like most and least? \_\_\_\_\_

\_\_\_\_\_

What is happening before Norma speaks? \_\_\_\_\_

\_\_\_\_\_

What is happening after Norma speaks? \_\_\_\_\_

\_\_\_\_\_

Are there any buzzwords or terms Norma should be aware of? \_\_\_\_\_

Would you like Norma to participate in any scheduled functions? \_\_Yes \_\_No

If yes, time: \_\_\_\_\_ Location: \_\_\_\_\_

Event: \_\_\_\_\_ Dress: \_\_\_\_\_

Please give names and phone numbers for the following persons affiliated with your organization who can discuss with Norma issues, challenges, solutions and good news about your organization

CEO/President/Div. Head \_\_\_\_\_ Phone: \_\_\_\_\_

HR Director: \_\_\_\_\_ Phone: \_\_\_\_\_

Other Key Person: \_\_\_\_\_ Phone: \_\_\_\_\_

### **Travel Information**

What airport will Norma fly into? \_\_\_\_\_

How far is the hotel from the airport? \_\_\_\_\_

Name of person who will pickup Norma from airport: \_\_\_\_\_

Cell #: \_\_\_\_\_

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Hotel confirmation # \_\_\_\_\_

### **Meeting Room Logistical Information**

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

Site Address: \_\_\_\_\_

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

Name of meeting room: \_\_\_\_\_

The audiovisual person is: \_\_\_\_\_ Phone: \_\_\_\_\_

The room set up person is: \_\_\_\_\_ Phone: \_\_\_\_\_

THEATER STYLE is the preferred meeting room arrangement

Norma's audiovisual needs are:

- a. Headset cordless microphone preferred – cordless lavalier is second choice
- b. LCD projector and screen

All information will be kept confidential. It is our pleasure to work with you.