Please fill out this questionnaire at your earliest convenience. This questionnaire will put this information in one place, instead of a series of emails and phone calls.

I want to know more about your event and organization to create a program that meets your needs and exceeds your expectations.

**Contact Information**

**Name and Position of Person Completing This Form:**

**Date:**

**Name of Group/Organization:**

**Best Phone Number:**

**Best Email Address:**

**Website Address:**

**Digital Event/Webinar Information**

**Type of Event:**

**Title of the Event:**

**Brief Description of the Event:**

**Estimated Number of People Attending the Event:**

**Date(s)of Event:**

**Preferred Time of Day for Event (if you already have precise time(s) in mind, please list it/them here):**

**Expected duration:**

**Is this part of an ongoing series or an online conference?**

If yes, what are your overall series or conference learning objectives?

If yes, what other training sessions will be taking place during your event?

If yes, what will occur before Maurice’s presentation(s)?

If yes, what will occur after Maurice’s presentation(s)?

**Platform:**

**What platform do you use to deliver your webinars?**

**Participation:**

**What level of interactivity does your audience like during a webinar?**

**Producer:**

**Do you use a producer or will I self-produce?**

**I need a day event of contact person just in case technology goes wonky (or an earthquake hits right before I start my presentation [This has happened to me.]) Please provide *that person’s name, email address, and phone number below****.*

**Interactive Tools:**

**What type of interactive elements are available to the presenter?**

**Who will monitor the audience's questions?**

**How will the questions be relayed to me during my presentation?**

**Handouts:**

**I want participants to have access to handouts after the workshop.**

**Do you send out a follow-up email to participants after the workshop with a recording link, or do they view links and handouts on a central site?**

**Recording:**

**I would like a recording of the webinar for my use. Will that be a problem?**

**Program Expectations**

**Problem or Challenge You Are Attempting to Address Through This Event (i.e., why you are scheduling this event):**

**What are your three most important objectives for Maurice’s presentation(s)?**

1.

2.

3.

**Greatest Challenges Your Organization/Group/Target Audience Is Currently Facing:**

**Any Problems/Challenges You Expect to Face in Making This Event Successful?**

**The Measurable, Visible Change(s) You Want to See Among Participants After the Event:**

**What You Have Liked Most About Presenters/Facilitators You Have Had in the Past?**

**What You Have Least Enjoyed About Presenters/Facilitators You Had in the Past?**

**Proposed Budget/Pay Arrangement for Speaker/Facilitator Fee:**

**Audience and Organizational Culture**

Your input here is helpful to understand better the dynamics of your organization’s specific

culture and group makeup. It will not, in any way, affect the content of the program. It simply

helps me as the presenter to better serve your audience.

**Are there any sensitive issues or topics that should be avoided?**

**Estimated number of attendees:**

**Percentage of males (if known):**

**Percentage of females (if known):**

**Percentage of Managers or Supervisors (if known):**

**Percentage of Senior or Executive level Leaders (if known):**

**Others (if known):**

**Group age range (if known):**

**The primary language of attendees/target audience (if known):**

**Others who may attend the event (if known)? (clients, spouses, contractors, vendors, etc.)**

**What are the names and titles of your top leadership? Are they attending the webinar?**

**Is there any industry/local jargon or terminology that Maurice should know or recognize?**

**Describe your organization's culture.**

**What are the greatest challenges your organization or group is currently facing?**

**Who are your primary competitors, if any?**

**What areas or regions does your organization or group serve?**

Please fill out the document and send the finished version to Maurice Coleman at [baldgeekinmd@gmail.com](mailto:baldgeekinmd@gmail.com)

Thank you for your interest.   
Your valuable input will help ensure the event's success and effectiveness!

Looking forward to working with you.