



David Hyner: Booking Questionnaire

1. EVENT/PROGRAMME OVERVIEW

Our Contact / Meeting Planner (and title):				
Contact Number:				
Company name:				
Company address:				
Date of meeting:				
Timing of meeting/talk	Starting:	AM/PM	Ending:	AM/PM

Venue

Venue of meeting (including postcode) Please include map or directions if appropriate:

Address1:	
Address2:	
Town / City:	
County:	
Post Code:	
Tel:	

Title & Purpose of meeting (is there a theme or a corporate slogan?):

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Agenda / Itinerary of meeting:

Other speakers and their subjects:

Who or what is on immediately *before* and *after* our session (names and topics)?:

Name/Title/Contact Details for my introducer:

2. THE AUDIENCE

Number of attendees (approx) :

Who will attend – delegate profile?

Demographic make up of the audience:

Age: _____ Sex: Male _____% Female _____%

Occupation: _____ Average income: _____

Other relevant information (are partners invited?) (Also, will attendees be co-workers, competitors, bosses/subordinates, a mixture of authority levels? Will they all be acquainted with each other? Are there any existing potential problems, competitive factors, peer pressure or other dynamics we should be aware of?):

Should the address be targeted to one group in particular Yes/No

If yes, which one?

What do you want the audience to know as a result of this presentation (what are your specific objectives for the session, i.e. what 3 points do you want your people to leave with regarding attitudes/knowledge/skills)?

What do you want the audience to feel as a result of this presentation?

What do you want them to do as a result of this presentation?

What do the delegates do during their day to day business?

What are the top challenges faced by participants of this programme?

What fears do they have?

What do they value?

What victories have they achieved?

3. THE COMPANY

What is the purpose of your organisation?

How will the programme be advertised and participants recruited? Is attendance voluntary, suggested, mandated, etc

Are there any sensitive issues affecting your group/organisation/industry/profession that may surface during the session and how would you like them handled? Also, are there any subjects, words, phrases or concepts that people are negative toward and should be avoided outright?

Please list some in-house or market-specific language, jargon, phrases, forms, acronyms or words specific to your group that might be incorporated into the presentation. If you have a publication, manual or listing of your nomenclature please provide us with a copy.

What challenges do you face as an organisation?

What are the names/titles and roles of your TOP people who will be at this session?

What professional speakers have you used in the last year and what did they cover?
(Speaker/topic)

What other information might be helpful for the speaker to know?

Please complete fully and return this form to:

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