

JON WUEBBEN - SPEAKER QUESTIONNAIRE

To assist in preparing for your meeting, please complete this form as thoroughly as possible and where applicable. Return with any additional background information (i.e.annual report, newsletters, program/event brochure, invitation, press kit, etc) you may have on your organization and this event.

Speaker: Jon Wuebben
Day and date of meeting:
Sponsoring organization:
Event name:

I. GENERAL MEETING INFORMATION

A. The Program

1. Please provide a brief description/profile of your organization: _____

2. What are the major objectives of this meeting: _____

3. What is the theme for this meeting: _____

4. Who else is speaking at this event: _____

5. What speakers have you had at this meeting in the past: _____

B. Presentation Content

1. What would you like the Speaker's session to accomplish: _____

2. What particular challenges for the organization could the Speaker address?

3. Are there any taboos the Speaker should avoid? _____

4. Are there any "unspoken" concerns of which the Speaker should be aware?

5. Please list several people and phone numbers the Speaker may want to contact _____

C. The Audience

1. Number of attendees: _____
2. Male female ratio: _____
3. Age range: _____
4. Will spouses be in attendance: _____
5. Will children be in attendance: _____
6. General profile of attendees: _____

7. Major job responsibilities of attendees: _____

8. Names and titles of top people at the meeting: _____

D. Organization Questions

1. What is the primary product or service you offer? _____

2. What are the most important benefits you offer your customers or members? _____

3. Who is your typical customer/member? _____

4. What are the unique features of this product/service that differentiate it from competitive products/services? _____

E. Corporate Questions

1. Who are the major competitors in your market areas? _____

2. What are the major strengths compared to your competitors? _____

3. What are the major weaknesses compared to your competitors? _____

II. LOGISTICAL INFORMATION

A. Hotel/Event Site Questions

1. If there are any problems on the way to the meeting who should the Speaker contact

Name _____ Business phone _____

Home phone _____ Cell _____

2. Hotel: Name: _____

Address _____

City/state: _____

Phone: _____ Fax: _____

3. Other information: _____

4. Organization background information: attached: _____ sent separately _____

B. Speaker Materials

1. Handouts:

When does the speaker need to provide the master copy for duplication?

2. Please indicate your interest in the following activities by marking a Yes or No next to each one: Sale of Speaker tapes _____ Bookselling _____

Book signing _____ Other _____

3. Shipping of Materials/Tapes

To Whom: _____

Address: _____
When do the materials need to arrive? _____

4. Date of Hotel Reservation for
Speaker: _____

5. Hotel Reservation Confirmation
Number: _____

If the program is not at the hotel, where is the Speaker staying?

Location Name: _____

Address: _____

City/state: _____

Phone: _____ Fax: _____

6. How will the Speaker get from the hotel to the program site?

If someone is taking the Speaker to the program, who will that be?

Name: _____ Cell: _____

Time of pickup: _____ Place in hotel for pickup: _____

7. Who will meet the Speaker at the program?

Name: _____ On-site contact# _____

Where will the speaker be met? _____

At what time? _____

8. What is the exact timetable for the Speaker? (Please be specific as possible)

TIME FUNCTION ROOM NAME

9. Room set-up: _____

10. What takes place immediately before and after the Speaker's program?

Before? _____ After? _____

11. What else is happening during this session? (Awards ceremony, CEO's presentation,

Business voting, etc) _____

12. Are there other speakers during this session? _____ If yes, what is the lineup and

their topics? _____

13. Name and title of the introducer: _____

14. What is the meeting attire: _____

Email to: Jon@contentrichbook.com or fax to (760) 451-8670