

Pre-Conference Customizing Questionnaire

Name of Organization:

Part 1 - Logistics:

- a) Date of presentation: _____
- b) Time and length of presentation: _____
- c) What directly precedes his presentation? _____

- d) What directly follows his presentation? _____

- e) When is the best time for a “mike” check? _____
- f) Number of people attending: _____; % men/women: _____
- g) Appropriate attire? _____
- h) Where will Dr. Kriegel be staying? _____

- i) Which is the nearest airport? _____
- j) How long is the trip from airport to hotel? _____(minutes)
- k) Will you pick up Dr. Kriegel from the airport? _____

Part 2 - Content:

Please answer the following questions **from the standpoint of the audience** (be as specific as possible).

1. Conference theme or purpose of the meeting: _____

2. Who is the audience? What is the basic business/job/function/profession of the attendees? _____

3. Has the audience's business, industry or job changed in the past 5 years? If so, how? _____

4. Have there been recent changes or are you anticipating change in top management, culture of the organization, marketplace, or competition? _____

5. As you look forward over the next five years, what fundamental changes do you see coming in the audience's business, industry or job? _____

6. How's business (i.e., last year's vs. latest quarter's numbers)? What factors have contributed to these results? _____

7. What specific challenges face the audience? _____

8. What new opportunities are opening in your marketplace, i.e., growing market for product, different industries using this product, more new applications, growing usage by the public? _____

16. What is the basic message you would like Dr. Kriegel to communicate?

17. What would you like the group to be thinking and feeling after his presentation? _____

18. Additional information: _____

*Bob Kriegel is looking forward to talking with you soon.
Thank you.*