



**PRE-PROGRAM QUESTIONNAIRE**

To ensure that Russ Kendzior makes your conference or meeting a success, please fill out the pre-program questionnaire below:

**EVENT OVERVIEW:**

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Name of Organization

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Address City State Zip

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Website

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Primary Contact's Name Title

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Office Phone Cell Phone Email

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Date of Russ' Program AM PM  
Exact Time (and Length) of Russ' Speech

Are there any acronyms, phrases or jargon that Russ should incorporate into his presentation? \_\_\_\_\_

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Are there any taboo subjects to stay away from? \_\_\_\_\_

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

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**LOGISTICAL INFORMATION:**

Where is the event taking place? \_\_\_\_\_

Name of ballroom or conference room where Russ will be speaking? \_\_\_\_\_

Nearest major airport to the site and distance to speaking location \_\_\_\_\_

For Transportation to and from the airport to the meeting site, would you prefer to: Please choose:

\_\_\_\_\_ Meet Russ at the airport      \_\_\_\_\_ Have Russ provide own transportation

Hotel where Russ will be staying \_\_\_\_\_

Is there a program or reception the night before that you would like Russ to attend? \_\_\_\_\_

**AUDIENCE PROFILE:**

Number attending Russ' program? \_\_\_\_\_ % Male \_\_\_\_\_ % Female \_\_\_\_\_

Do you have three key points that you want stressed in Russ' talk?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Anything Russ should know about this audience or your organization? \_\_\_\_\_

What percentage is entertainment vs. high content techniques and strategies? \_\_\_\_\_

\_\_\_\_\_  
Name Title Company

\_\_\_\_\_  
Completed by (Signature) Date