



205 Powell Place
 Maryland Farms
 Brentwood, TN 37027
 (615) 369-0828
 Fax (615) 661-0976
 Info@BillLindsley.com

Pre-Program Questionnaire

This questionnaire is designed to help Bill prepare a customized presentation for you. It has four parts:

1. Company Backgrounder
2. Event Backgrounder
3. Audience Profile
4. Site Specifics

Please answer all applicable questions to the best of your ability and return to Anne Hardy by email at Anne@BillLindsley.com or FAX (615) 661-0976 NO LATER THAN THREE WEEKS before the program, along with any supplemental material (annual reports, newsletters, magazines, promotional pieces, etc.) that can assist Bill.

Thank you in advance for your time in responding. Please know that your input prior to the event positively impacts its success.

Name of Person Filling Out Form _____ Title: _____ E-mail _____

Company Name _____ Today's Date: _____

COMPANY BACKGROUNDER

Company/Organization Name: _____

Department/Group or Chapter: _____

Founded By/Year: _____

Field of Endeavor: _____

Description of Company/Organization: _____

Mission Statement: _____



205 Powell Place
Maryland Farms
Brentwood, TN 37027
(615) 369-0828
Fax (615) 661-0976
Info@BillLindsley.com

Pre-Program Questionnaire

EVENT BACKGROUNDER

Event Theme: _____

Annual Theme? _____

Presentation Objectives: _____
(What Attendees Should Take Away)

Inside Jokes/Catch Phrases, Mantras or Similar Slogans: _____

(If Corporate Values – Please attach.)

Proudest Achievement/ Distinction?

(Awards, reputation, etc.)

Focus For The Next Year: _____

Taboos? _____

(Is there anything that is off-limits, sensitive or should not be discussed?)

What immediately precedes Bill's appearance? _____

Who will introduce Bill? _____
(Name, Title, Phone, Fax)

What immediately follows Bill's appearance? _____

Who does Bill return control to AFTER he's done? _____

Will Food or Alcohol be served? _____ If so, when? _____

Will the event be videotaped? _____ If so, by whom? _____



205 Powell Place
Maryland Farms
Brentwood, TN 37027
(615) 369-0828
Fax (615) 661-0976
Info@BillLindsley.com

Pre-Program Questionnaire

AUDIENCE PROFILE

Client/Audience Profile:

Number? _____ Background _____

Department(s) _____

VIPs to acknowledge? _____

(Who are they, why are they important, how can we best recognize them?)

Names of audience members I can contact by phone or e-mail _____

Do you have a budget for take-home gifts for the audience? _____

SITE SPECIFICS

Where will Bill be speaking? _____

(Please describe the hall, room or venue, including size, capacity, type of environment, etc.)

Will there be a stage? _____ If so, how high? _____ Please describe the seating arrangements:

(Classroom style with tables and chairs, round tables, rows in a chevron pattern? # and location of aisles?)

Description of sound system: _____

Is there a lavalier mic for Bill? _____ A hand-held mic for audience participation? _____

Please append any additional information, or supporting documentation and return to Anne@BillLindsley.com or Fax 615-661-0976.