



Client Questionnaire

To ensure the highest quality presentation:

- Please complete the following questions and email the questionnaire to raina@jbirden.com
- JJ will want to schedule a 30-minute conference call.

ADMINISTRATIVE INFORMATION

- 1) Organization: _____
- 2) Name of person completing questionnaire: _____
- 3) Title: _____
- 4) Phone: _____ Email: _____
- 5) Company Website: _____
- 6) Event Date(s): _____
- 7) Event Name or Theme: _____
- 8) Length of presentation(s): _____
- 9) Exact start time for JJ's presentation(s): _____
- 10) What happens before JJ speaks? _____
- 11) Powerpoint or Keynote? PPT Ratio: 4:3 16:9
PLEASE SEND US YOUR CONFERENCE-THEMED PPT TEMPLATE FOR JJ TO USE AS A STARTER SLIDE.
- 12) Are you planning to video record JJ's presentation? Yes No
- 13) Are you planning to have a photographer for JJ's presentation? Yes No
- 14) Are you interested in JJ doing a book signing? He has a best-seller "When Opportunity Knocks, 8 Surefire Ways to Take Advantage" Yes No
- 15) Appropriate Attire:
 Business Suit Blazer & Open Shirt Dress Slacks & Long-sleeved Dress Shirt
- 16) Estimated size of audience: _____
- 17) Audience Demographics: MEN _____ % WOMEN _____ %
- 18) Please check the topic(s) that interest you most . . .
 Motivation Leadership Team Building



DESCRIPTION OF ORGANIZATION

- 19) What were your organization's major accomplishments in the last year?
- 20) What are your organization's most important goals or "initiatives" for the next 12 months?
- 21) Customers: Who are they and what are their needs?

OBJECTIVES

- 22) What is the **purpose** of this meeting/event?
- 23) What would you like your audience to be **motivated to do, think or believe**?
- 24) What are some of your **biggest challenges/problems/holdbacks** of this particular group?
- 25) What is your **plan for attendees after the meeting** to ensure that the meeting is not just an event but a flow of activity to support your goals?
- 26) List the **keys to success** that you see for the typical member of the audience.
- 27) Please note anything else that JJ should know about the audience.