

SUE AUGUSTINE Pre-Program Survey

The more Sue knows about your organization, the better she can serve you and tailor her presentations to meet your needs. Please complete as much of this form as you believe will be helpful. You may send additional background information about your group (mission statement, newsletters, promotional materials from past events, corporate reports, background data, etc.). Please include the way you will promote this event (promotional brochures, ads, flyers, posters, etc.). You may reply by email info@sueaugustine.com, fax 905-687-4158, or mail to one of these addresses:

Sue Augustine Seminars

Canada: R.R.#1, St. Catharines, ON L2R 6P7

USA: P.O. Box 2194, Niagara Falls, NY 14302

Today's Date: _____ Organization: _____

Contact Name: _____ Phone: _____

Mailing Address: _____

Phone Number: _____ Email: _____

Type of Event: _____

(E.g.: Conference, Retreat, Sales Seminar, Corporate Training, etc.)

Date of Event: _____ Time/length of Sue's presentation: _____

Event City: _____ State / Province: _____

Event Venue: _____

Is this an annual event? Yes ___ No ___ If yes, for how many years? _____

What type of presentation are you requesting Sue to do? _____

(E.g.: Keynote, Workshop, Seminar, Concurrent Session, Panel Discussion, etc.)

Topic / Theme: _____

Audience Profile:

Number of attendees: _____ Men % ___ Women % ___

Age Range: _____ to _____ Spouses invited: Yes ___ No ___

General description of audience: _____

(E.g.: Managers, Front Line Staff, Administrative, Clients, Spouses, etc.)

1. What prompted you to select the topic Sue will present for your event?

2. Name the challenges / concerns facing your audience participants.
(What frustrations, if any, hinder them from achieving their goals, life balance, etc.)

3. Give 2 key concepts or learning points you would like Sue to emphasize:

➤ _____

➤ _____

4. What changes would you like to see attendees make after hearing Sue's message?

5. What would you like attendees to be saying as they leave Sue's session?

6. Are there commonly used slogans or philosophies, industry jargon or special people/events/circumstances in your organization Sue should aware of?

7. What is the life of the audience on a day-to-day basis? (In the field, at the office, long hours, shift work, etc.)

8. What do you believe are the current strengths / fears of the participants?

9. What other sessions, if any, will take place before or after Sue's presentation?

10. Are there sensitive or controversial issues that should be avoided?

11. Is there anything humorous about the organization/group you'd like Sue to build into her material?

12. What are your victories as an organization / association / team?

13. What are the most significant changes happening in your organization?

14. Who is your business / professional competition, if any?

15. What challenges would cause stress or keep your group / managers awake at night?

Please name two attendees who will be participants in the session, who may be valuable for Sue to interview for further information to help in customizing her material.

Name: _____ Phone: _____

Name: _____ Phone: _____

What proportion do you prefer?

High content, techniques, strategies _____ %

Motivation, inspiration, entertainment _____ %

Additional Information:

If there are other speakers at this event, please identify them by name and topic:

Which speakers have you had in the past? _____

Will there be media coverage?

Will this event be: Video Taped Yes ___ No ___ Audio Recorded Yes ___ No ___

Tel: 905-687-8474

Thank you !

Fax: 905-687-4158

Email: info@sueaugustine.com

How did you hear about Sue?

Speakers Bureau

Word of Mouth

Read Article or Book by Sue

Heard Sue Speak

Web Site

What prompted you to consider Sue as your speaker?

Topic Expertise

Read Book / Article by Sue

Bureau Recommendation

Booked Sue Before

Heard Sue Speak