



Dean Robb, Ph.D.

PRE-PROGRAM QUESTIONNAIRE

Client or Group Name: _____
 Date of Program: _____
 Program Topic: _____

The purpose of this questionnaire is NOT to create additional work for you, but to significantly increase the value of the program for your people. The information you provide will enable Dr. Robb to tailor his presentation to your specific needs. Please answer all questions as completely as possible but feel free to skip those which would duplicate a previous answer or which might be irrelevant. Please include whatever printed information is available which would help Dr. Robb understand your organization’s people, products/services and industry. Dr. Robb would rather have too much information than too little. This includes the **Meeting Agenda (Required)** and any others:

- | | |
|---|------------------------------------|
| Advertising, Product Literature & Promotional Materials | Meeting Brochures |
| Annual Report | New Employee Orientation Kit |
| Articles about Your Organization | Newsletter – Internal and External |
| Current Articles about Your Industry | Trade Publications |

Thank You!

There are two ways to complete this form:

- On your computer: save with a unique name (*example: your_org.doc*), tab through and fill out, email as an attachment to: drobb@CtrForCorporateRenewal.com
- Print: fill out by hand and fax to 908.757.4723 or mail to 1118 Hillside Avenue, Plainfield, NJ 06060

CLIENT CONTACT INFORMATION

Name: _____ Title: _____
 Address: _____
 Phone: _____ Fax: _____
 Email: _____ Website URL: _____

LOGISTICS

Meeting Location: _____ Meeting Room: _____
 Address: _____
 Phone: _____ Fax: _____
 Closest Airport: _____
 Distance from Airport in Miles: _____ and in Minutes: _____

Dr. Robb's Hotel Name: _____
Hotel Address: _____
Hotel Phone: _____ Hotel Fax: _____
Confirmation Number: _____
Distance from Hotel to Meeting in Miles: _____ and in Minutes: _____

Lodging Requirements:

- Please reserve a king bed, non-smoking room guaranteed for late arrival for the night prior to the event.
- Direct bill room and tax to master account
- Dr. Robb usually arrives the night prior to his presentation and will depart after his presentation. We will email you his itinerary prior to the meeting.

Will someone be meeting Dr. Robb at the airport?

Yes: Who: _____ Where: _____
 No: Best way to get to hotel: Taxi Limo Other: _____

THE MEETING

Meeting start time: _____ End time: _____
Dr. Robb's program start time: _____ Dr. Robb's ending time: _____
Meeting Attire: Business Casual Business Semi-formal Formal Other _____
What happens before and after Dr. Robb's talk? _____

Who will introduce Dr. Robb? Name: _____ Title: _____

Meeting theme: _____
Specific purpose of meeting: _____

Top 3 objectives for Dr. Robb's presentation:

- 1: _____
- 2: _____
- 3: _____

Sensitive issues to avoid: _____
Are there any messages to reinforce? _____

Audience Analysis

Total number of attendees: _____ % Female: _____ % Male: _____
Age range: _____ to _____ Spouses invited? Yes No

General description of audience: _____

What other information should Dr. Robb know about the audience? _____

THE ORGANIZATION

What is your organization most proud of? _____

Please provide a several sentence "state of your industry" statement: _____

Mission statement for your company: _____

Do you have key phrases you often use? _____

Primary products and/or services: _____

Who are your customers by type? _____

Who are your major competitors by name and product category? _____

What are your biggest opportunities, present and/or future? _____

What are the biggest challenges your organization is facing? _____

Do you have any corporate "heroes" (organizations or leaders admired or referenced by managers?) _____

What training programs have the audience members been through? _____

What is unique about your group? _____

Using only 3-4 adjectives, please describe the kind of speaker who has been a big hit with this group in the past:
1: _____ 3: _____
2: _____ 4: _____

How will you know if Dr. Robb was a hit? _____

How did you hear about Dr. Robb?

- | | | |
|--|---|---|
| <input type="checkbox"/> Heard Dr. Robb speak | <input type="checkbox"/> Speaker's Bureau | <input type="checkbox"/> Word of Mouth |
| <input type="checkbox"/> Read an article by Dr. Robb | <input type="checkbox"/> Website | <input type="checkbox"/> Recommendation |
| <input type="checkbox"/> Other: _____ | | |

What prompted you to engage Dr. Robb for your event? (please check as many as apply)

- | | | |
|--|---|---|
| <input type="checkbox"/> Book or article by Dr. Robb | <input type="checkbox"/> Demonstrated expertise | <input type="checkbox"/> Used Dr. Robb before |
| <input type="checkbox"/> Bureau recommendation | <input type="checkbox"/> Heard Dr. Robb speak | <input type="checkbox"/> Video preview |
| <input type="checkbox"/> Other: _____ | | |

Are there any other speakers on the program? If so, identify them by name, title and topics they will discuss:

What speakers have you had in the past? _____

Depending on the success of this presentation, what other presentation topics would be considered for the future?

OTHER RESOURCES

Please feel free to create links from your website to ours if you'd like to introduce your group to Dr. Robb prior to his presentation. Some useful links include:

Home Page: <http://www.ctrforcorporaterenewal.com/index.html>

Articles: <http://www.ctrforcorporaterenewal.com/articles.html>

Dr. Robb's Blog: <http://www.ctrforcorporaterenewal.com/blog.html>