



Pre-Program Questionnaire



The following ten questions will help Steve learn more about the audience members and create an interactive experience that will be both meaningful and effective.

DATE OF EVENT _____ CLIENT _____

1. Is this an annual event? Yes No

2. How did you hear about Steve Gilliland?

3. What are the job titles of the audience members, and what are their expectations regarding this event?

4. Are there any problems, competitions, resentments or peer pressures that Steve should know about?

5. What differentiates your company from competitors in your customers' minds? If you are an association, what makes your association unique?

6. Are there any seeds you would like Steve to plant?

7. Are there any messages you want Steve to reinforce?

8. If Steve could wave a magic wand and help your group do one thing better, what would that be?

9. Is there a slogan or theme for this event?

10. How will you determine the success of this program?

Please answer all questions and fax or mail this form in the enclosed envelope.

Steve Gilliland, P. O. Box 1600, Mocksville, NC 27028
PHONE 866-445-5452 | FAX 336-936-9073 | WEB www.stevegilliland.com