



ERIK WAHL CUSTOMIZATION QUESTIONNAIRE

Vital Information

First name: Last name:
Title:
Organization:
Phone Number: Fax Number:
Email Address: Website:

Program Date:
Number of Attendees at the program:
What is the exact time of the program?
What are the demographics of the audience (%male/female, company positions, age, etc.):

Hotel Information

Hotel:
Phone number:
Street Address:
Erik's Hotel Confirmation number:
Distance from nearest airport to hotel?

If the location is different from the hotel information above, please provide that information.

Facility Name:
Phone number:
Distance from the Hotel to the Meeting Site if different:

*Because of the frequent changes in Erik's schedule caused by other engagements, airline delays, etc. We have found it easier for both of us if we arrange Erik's own transportation to the meeting. If there is something special we should know, (ie. Erik should rent a car, take a taxi, hotel shuttle, limo etc.) please provide the details:

In the unlikely event of an emergency on the way to the program, who should we contact?:

Name:

Emergency on site number:

In one or two sentences, Please provide a brief description/profile of your company/organization?

What is term used to reference your customers?

What is the product or service offered by audience?

What is your conference meeting/theme?

When Erik's presentation is over, what major idea do you want the audience to retain?

Are there any key words or ideas you want Erik to emphasize? If so, what are they?

Who else is speaking (keynote) at this event?

What are the two greatest frustrations currently existing in your company?

1.

2.

What is the single greatest opportunity for improvement with your members or company?

Why was Erik's presentation selected for your event?:

What might happen in a day that would ruin a good day (pet peeves/setbacks)?

What percentage of content vs. entertainment is appropriate for this program?

- 1. Educational/Informational:
- 2. Motivation/Inspiration:
- 3. Humorous/Entertaining:

What are the controllable and uncontrollable challenges facing you in the next year?

Are there any "sensitive issues" that should be avoided? If so please explain.

Who are your primary competitors?

What do the members or organization currently do to differentiate themselves from competitors?

Erik prefers to use industry "lingo" when appropriate.....Is there any "inside" jargon or acronyms or frustrations that would be useful to acknowledge?

What else do you feel Erik should know before addressing your group?

What outside speakers have you used in the past and what did they speak on?:

- | | | | |
|-------------|----------------------|--------|----------------------|
| 1. Speaker: | <input type="text"/> | Topic: | <input type="text"/> |
| 2. Speaker: | <input type="text"/> | Topic: | <input type="text"/> |
| 3. Speaker: | <input type="text"/> | Topic: | <input type="text"/> |

What was memorable about past presenters (positive and negative)?

Positive:

Negative:

Will there be media coverage of the event:

Please provide the names of two or three people who will be at the meeting, along with their titles and email address. Erik may contact them to gather additional insight to your audience:

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-
-

*Thank you for taking the time to help Erik Wahl
customize his presentation.*

The Wahl Group, inc.
Fax: (413) 751 - 2288

 **Art is freedom**