

Betti Coffey Presents
Client Pre-Program Questionnaire

Thank you for your interest in our programs and the opportunity to make this event a memorable success!

This questionnaire will enable Betti to customize her presentation to the specific needs and goals of your group. Please answer all questions as completely as possible. Also, please include whatever printed information is available which you feel would help Betti understand your organizations people, products/services and industry. Betti would rather have too much information than too little!

This might include:

Meeting specific agenda, promotional brochures, newsletters, URL's related to your organization and event, advertising, product literature, current articles, trade publications or any other pertinent information you'd like Betti to be aware of.

There are 2 ways to complete this form

1. **Complete this form on your computer**
 - a. **Save it to your hard drive giving it a unique file name**
 - b. **Email it as an attachment to Betti@BettiCoffeyPresents.com**

2. **Print out the questionnaire**
 - a. **Complete by hand**
 - b. **Call Betti to fax it, or mail it to the address below:**

Betti Coffey @Betti Coffey Presents
5908 Mossbrook Trail
Dallas, TX 75252
betti@BettiCoffeyPresents.com * www.BettiCoffeyPresents.com

Thank you for your efforts in completing this – your assistance is appreciated in making this a success!

Company / Organization Information:

Name of Organization:

Address:

Website:

Contact Information:

Primary contact (prior to event): _____ Title: _____

Office phone: _____ Cell phone: _____

Fax Number: _____ E-mail: _____

Primary contact (at event): _____ Title: _____

Office phone: _____ Cell phone: _____

Fax Number: _____ E-mail: _____

Event Information:

Conference date(s): _____ Times: _____

Location of Event (hotel or conference center address): _____

City: _____ Phone: _____

Closest major airport: _____

Are there special functions that would be helpful for Betti to attend: _____

Where and what time: _____

Contact: _____ Cell phone: _____

Betti's Start Time: _____ End time: _____

What takes place immediately before and after Betti's program: _____

Dress Code for event: _____ Time for sound check: _____

To whom should Betti provide her introduction to? _____ Cell phone: _____

Betti's Lodging Requirements:

- Please reserve a king bed, non-smoking room for the night prior to the event
- Guarantee for late arrival
- Send Betti the confirmation number
- Direct bill room and tax to master account
- Betti usually arrives the night prior to her presentation and will depart after her presentation.

Transportation Requirements:

Is someone meeting Betti at the airport: _____

Who: _____

Where: _____ Phone: _____

If no one is meeting Betti at the airport, what is the best way to get to the hotel: _____

Taxi _____ Arranged Car Service _____ Other _____

Distance from airport to hotel: Miles: _____ Minutes: _____

Meeting / Event Information:

What is the conference/events theme or focus? _____

What's the most important objective for event? _____

List any company terms or lingo that Betti might include: _____

Are there any sensitive issues to be avoided? _____

Who are the other presenters at this event and what is the focus of their presentations? _____

What speakers have you had in the recent past? _____

Budget for event _____

Audience Information:

Number attending: _____ % male _____ % female _____ Age Range? _____ Avg Age? _____

Who will be attending? (Executives, managers, employees, customers, spouses):

How would you describe your group? (Attitude, characteristics): _____

What else should Betti know about the audience? (Personalities, fun info): _____

Please provide 3 audience members who Betti can speak with to gain research & insight (name, phone, e-mail):

1. _____

2. _____

3. _____

Organizational Information:

Description of your organization: _____

Mission Statement for company: _____

What is your organization most proud of: _____

Do you have any key phrases: _____

Do you have any corporate heroes: _____

What's unique about your group: _____

What is the state of your industry: _____

Primary product or services: _____

Target market: _____

Benefits/unique services to customers: _____

Biggest opportunities present/future: _____

Biggest challenges: _____

Major competitors: _____

What training programs have the audience members been through: _____

Betti's Program:

Using only 3 adjectives, please describe the kind of speaker who has been a hit with this group:

How do you want attendees to feel after Betti's program? _____

What would make Betti's program outstanding for you? _____

Please check the areas that interest you the most that you would like Betti to incorporate into your program:

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> Communication | <input type="checkbox"/> Emotional Intelligence | <input type="checkbox"/> Positive Reinforcement | <input type="checkbox"/> Leadership |
| <input type="checkbox"/> Authenticity | <input type="checkbox"/> Managing Change/Stress | <input type="checkbox"/> Momentum | <input type="checkbox"/> Team Building |
| <input type="checkbox"/> Generations | <input type="checkbox"/> Achievement/Success | <input type="checkbox"/> Purpose / Goals | <input type="checkbox"/> Life Coaching/Balance |
| <input type="checkbox"/> Customer Service | <input type="checkbox"/> Sales Productivity | <input type="checkbox"/> Attitude/Performance | Other _____ |

How will you know if Betti is a hit: _____

What prompted you to hire Betti for this event: _____

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

What is Betti forgetting that would make your event spectacular: _____

Other Resources:

Clients are often interested in providing learning resources or gifts to attendees to extend the value and impact of Betti's presentation. This could be in the form of books, workbooks, Mem-Cards, and other unique products, opportunities and services. Would you be interested in discussing this option?

Thank you for your time in completing this information! Betti will be contacting you soon to discuss further customization and what we can do to make this a great event for your organization!

Completed by (Print name): _____ **Title:** _____

Company: _____

Phone: _____ **E-mail:** _____

Signature: _____ **Date:** _____

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