



Client Questionnaire

To ensure the highest quality presentation:

- Please complete the following questions and email the questionnaire to gala@ericscroggins.com.
Eric will then want to schedule a 30-minute conference call.

Instructions: After filling in each answer please tab to the next question.

Administrative Information

- 1. Organization name:
2. Name of person completing questionnaire:
3. Title:
4. Phone: Email:
5. Company website:
6. Event Date(s):
7. Event Name or Theme:
8. Length of presentation(s):
9. Exact start time for Eric's Presentation:
10. PPT Ratio: 4:3 16:9

Please send us your conference themed PPT template for Eric to use as a starter slide.

11. Are you planning to video record Eric's presentation? Yes No

12. Appropriate Attire:

Business Suit Blazer and Open Shirt Dress Slacks & Long-sleeved Dress Shirt

13. Estimated size of audience:

14. Audience demographics: Men % Women %

15. Description of audience (please give approximate percentages %):

% Top-level Executives % Senior Staff
% Mid-level Managers % Office Staff
% Front-line Managers % Other (Describe):

16. What percentage of the audience does NOT speak English as a first language? %

17. Please check the topic(s) that interest you most...

- Motivation Leadership Peak Performance
Embracing Change Maximum Sales Talent Development
Team Building Setting Goals Communication



Description of Organization

18. What were your organization's most major accomplishments in the last year?
19. What are your organization's most important goals or "initiatives" for the next 12 months?
20. Customers: Who are they and what are their needs?
21. What are some of the terms or jargon that Eric should be familiar with?

Objectives

22. What is the purpose of this meeting or event?
23. What would you like your audience to be motivated to do, think, or believe?
24. What are some of your biggest challenges/problems/holdbacks of this particular group?
25. If your group could leave with two/three thoughts, what would they be?
26. What is your plan for attendees after the meeting to ensure that the meeting is not just an event, but a flow of activity to support your goals?
27. List the keys to success that you see for the typical member of the audience.
28. Please note anything else Eric should know about the audience.