

# Jim Tunney Associates

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## PRE-PROGRAM QUESTIONNAIRE

In order for Jim Tunney Associates to work most effectively with you at your meeting, we request the following information. Our goal is to personalize the presentation to meet your specific needs. We want the audience to feel we are a part of your team.

Please answer as fully as possible.

ORGANIZATION \_\_\_\_\_

APPEARANCE DATE \_\_\_\_\_

Please return to:

**Jim Tunney Associates**  
**P. O. Box 1440**  
**Pebble Beach, CA 93953-1440**

**Fax: 831/655-3232**

No later than \_\_\_\_\_

THANK YOU. Your help will increase the value of our program to the audience.

1. What is the conference theme? \_\_\_\_\_  
\_\_\_\_\_

2. What are the specific goals for this meeting? \_\_\_\_\_  
\_\_\_\_\_

3. What are the specific objectives for my presentation? \_\_\_\_\_  
\_\_\_\_\_

4. What is the time frame for my presentation? Start \_\_\_\_\_ End \_\_\_\_\_

Will there be a break prior to \_\_\_\_\_ or immediately following \_\_\_\_\_ my presentation? Approximate time \_\_\_\_\_ Length \_\_\_\_\_

5. What takes place immediately before and after my presentation?

Before \_\_\_\_\_ After \_\_\_\_\_

6. What is the name and title of my introducer? \_\_\_\_\_

7. List the names and titles of the three top people in your organization who will be attending the meeting.

1. Name \_\_\_\_\_ Title \_\_\_\_\_

2. Name \_\_\_\_\_ Title \_\_\_\_\_

3. Name \_\_\_\_\_ Title \_\_\_\_\_

8. Audience demographics:

Number attending: \_\_\_\_\_ Percentage of men: \_\_\_\_\_ women: \_\_\_\_\_

Number of those attending who have been with the organization (approx.)

0-5 years \_\_\_\_\_ 5-10 years \_\_\_\_\_ 10-20 years \_\_\_\_\_ 20 + years \_\_\_\_\_

9. What are the major job responsibilities and positions of those in the audience?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10. How has business been in the last twelve months?

Excellent \_\_\_\_\_ Good \_\_\_\_\_ Fair \_\_\_\_\_ Poor \_\_\_\_\_

11. What are the major challenges or problems facing your organization?

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12. Who are your major competitors? (Rank, if possible.)

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_

13. Please make any other comment you feel will enhance the presentation.

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14. We like to involve the audience by asking a question during the presentation and reward the person answering correctly with one of our products — a book or cassette album. This often evokes inquiries as to how our products can be obtained. Will there be an opportunity or location available after the program for product to be available for purchase? This opportunity will be tastefully and professionally handled.

15. What is the meeting room set up? Theater \_\_\_\_\_ Banquet \_\_\_\_\_

AUDIO-VISUAL: Jim prefers a **wireless microphone**. For groups under 200, a wireless lavalier is preferred. For larger groups, a wireless hand-held is preferred. (If wireless is not available, then a hand-held microphone with 25' cord.) A lectern is not needed. Please also provide a **flip chart**.

**Thank you for your help. We look forward to this meeting with great enthusiasm.**