



## **SSANEE Training & Consulting Group**

*"Supplying Solutions & Answers for Negotiating with Education & Empowerment"*

P.O. Box 804546  
Chicago, IL 60680  
877.907.2892  
[www.divaofdialog.com](http://www.divaofdialog.com)  
[cassandralee@divaofdialog.com](mailto:cassandralee@divaofdialog.com)  
[www.divaofdialog.blogspot.com](http://www.divaofdialog.blogspot.com)

# **PRE-EVENT QUESTIONNAIRE**

Thank you for partnering with **SSANEE Training & Consulting Group** to book **Cassandra "D.I.V.A. of Dialog™" Lee** for your next event.

Please take a moment to complete this form. It is designed to help us customize our program for you.

Fill it out completely and as thoroughly as possible.

Return completed form no later than **three weeks** prior to your event.

# **SSANEE Training & Consulting Group**

*"Supplying Solutions & Answers for Negotiating with Education & Empowerment"*

## **PRE-EVENT QUESTIONNAIRE**

### **COMPANY**

Company Name \_\_\_\_\_

Website \_\_\_\_\_

Address1 \_\_\_\_\_

Address2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### **CONTACT**

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Cell \_\_\_\_\_ Email \_\_\_\_\_

### **EVENT**

Event Name \_\_\_\_\_

Theme \_\_\_\_\_

Date \_\_\_\_\_ Time \_\_\_\_\_

Location of Event \_\_\_\_\_

Presentation Room \_\_\_\_\_

Address \_\_\_\_\_

Name three primary objectives for this event \_\_\_\_\_

# SSANEE Training & Consulting Group

*"Supplying Solutions & Answers for Negotiating with Education & Empowerment"*

List scheduled speakers for this event \_\_\_\_\_

List last year's speakers for this event \_\_\_\_\_

What did you like most about last year's speaker \_\_\_\_\_

What did you like least about last year's speaker \_\_\_\_\_

## ACCOMMODATIONS

Reserved Hotel \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Guest Fax \_\_\_\_\_

Reservation Date \_\_\_\_\_ Confirmation # \_\_\_\_\_

## TRAVEL

Name of Nearest Airport \_\_\_\_\_

Distance in Miles \_\_\_\_\_ Distance in Minutes \_\_\_\_\_

Airport Transfers  Client will arrange  SSANEE, Inc. must arrange

Car Service \_\_\_\_\_

Confirmation # \_\_\_\_\_ Phone \_\_\_\_\_

Arrival Pick-up Details \_\_\_\_\_

Hotel/Venue Transfer Details \_\_\_\_\_

Departure Pickup Details \_\_\_\_\_

# SSANEE Training & Consulting Group

"Supplying Solutions & Answers for Negotiating with Education & Empowerment"

## AUDIO VISUAL

AV Company \_\_\_\_\_

AV Contact \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Scheduled AV Check Time (allow 45 minutes) \_\_\_\_\_

## ROOM SETUP

- Classroom
- Theatre
- Round Tables
- U-Shape
- Cascade
- Other \_\_\_\_\_

## PRESENTATION

Start Time \_\_\_\_\_ Duration in Minutes \_\_\_\_\_

What takes place **before** presentation? \_\_\_\_\_

What takes place **after** presentation? \_\_\_\_\_

Will Alcohol Be Served Before or During the Presentation? \_\_\_\_\_

Recommended Attire:

- Casual
- Business Casual
- Business
- Formal

What else is happening during this sessions (i.e. awards ceremony, voting)? \_\_\_\_\_

How will this event be advertised? \_\_\_\_\_

# SSANEE Training & Consulting Group

*"Supplying Solutions & Answers for Negotiating with Education & Empowerment"*

## INTRODUCTION

Who will introduce the D.I.V.A. of Dialog™? \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## SPEAKER MATERIALS

By what date must the speaker submit master copy for duplication? \_\_\_\_\_

Indicate which value added option you desire:

Articles for Company Newsletter  Attendee Gifts  Book Signing  Product Sales

Person speaker must ship materials/products to \_\_\_\_\_

Address for shipping \_\_\_\_\_

Date by which materials/products must be shipped \_\_\_\_\_

## THE AUDIENCE

Number of Expected Attendees \_\_\_\_\_ Age range \_\_\_\_\_

Number of Males (%) \_\_\_\_\_ Number of Females (%) \_\_\_\_\_

Will spouses/guests be in attendance?  Yes  No

Will children be in attendance?  Yes  No

Description of attendees (i.e. serious, fun-loving, demanding, open and cooperative): \_\_\_\_\_

# **SSANEE Training & Consulting Group**

*"Supplying Solutions & Answers for Negotiating with Education & Empowerment"*

## **CUSTOMIZATION INFORMATION**

### **PRESENTATION CONTENT**

State three primary points you want the D.I.V.A. of Dialog™ to cover \_\_\_\_\_

\_\_\_\_\_

List any challenges you want the D.I.V.A. of Dialog™ to address \_\_\_\_\_

\_\_\_\_\_

List any hot spots to avoid \_\_\_\_\_

\_\_\_\_\_

List any "unspoken concerns" the D.I.V.A. of Dialog™ must be aware \_\_\_\_\_

\_\_\_\_\_

Provide a list of in-house jargon, market-specific phrases, or acronyms that might be appropriate for inclusion in the presentation \_\_\_\_\_

\_\_\_\_\_

### **COMPANY ANALYSIS**

Provide a brief description/profile of your company \_\_\_\_\_

List the primary product/service you offer \_\_\_\_\_

Name the most important benefit you offer your customers \_\_\_\_\_

Describe your typical customer \_\_\_\_\_

Describe the mission of your company \_\_\_\_\_

State your company's major strength/competitive edge/uniqueness \_\_\_\_\_

\_\_\_\_\_

State your company's major weaknesses \_\_\_\_\_

\_\_\_\_\_

# SSANEE Training & Consulting Group

*"Supplying Solutions & Answers for Negotiating with Education & Empowerment"*

List your major competitors \_\_\_\_\_

\_\_\_\_\_

Is your company the industry leader? \_\_\_\_\_, If no, please list the current industry leader \_\_\_\_\_

List some of the current challenges experienced by your

Industry \_\_\_\_\_

Organization \_\_\_\_\_

Employees \_\_\_\_\_

List the major events that have occurred in your industry/organization over the past 12 months (i.e. mergers, cutbacks, new product/service, legislation, etc.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## **AUDIENCE**

Are there any language/literary barriers?  Yes  No If so, \_\_\_\_\_%

List the major job responsibilities of attendees \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Provide the names and titles of top/key people attending event \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Is attendance  Mandatory?  Voluntary?

# SSANEE Training & Consulting Group

*"Supplying Solutions & Answers for Negotiating with Education & Empowerment"*

## COMPANY ANALYSIS

List the "hot" books in your industry \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please check the items you can send to help us better understand your company:

- Annual Report
- Newsletter
- Marketing Brochures
- Mission Statement
- Values List
- Organizational Chart
- Event Promotional Materials
- New Employee/Member Orientation Packet
- Other \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*Mail completed form to:*

**SSANEE Training & Consulting Group  
P.O. Box 804546  
Chicago, IL 60680**