

Burke Hedges Seminars

Pre-Program Questionnaire



This Questionnaire will enable Burke to fine-tune his presentation to the exact needs of your group. Feel free to skip over any answers which would merely duplicate answers to previous questions or which might be irrelevant due to the nature of this program. Your help will increase the value of this program to your audience!

Your Name: _____ Phone: _____

Title: _____ Fax: _____

Company: _____ Website: _____

E-mail: _____

Best time for Burke or Representative to reach you:

YOUR PROGRAM

1. What is the meeting theme?
2. What is the specific purpose of this meeting?
3. What type of meeting is it? (annual meeting, awards ceremony, sales kick-off, etc.)
4. Who (if anyone) is on the program just before Burke and what is their presentation topic?
5. Who (if anyone) is on the program right after Burke and what is their presentation topic?
6. Which company executives and/or industry experts will be speaking at this meeting?

THE PRESENTATION

1. What is Mr. Hedges' role in your program (opening or closing, keynote, breakout, etc.)?

2. What are the exact times for Burke's presentation?

Start Time:

End Time:

* Please send us a copy of the meeting program and agenda so he can see how his program fits in.

Thank You!

3. How will most of the audience be dressed?

4. How will the executives be dressed?

5. How should Burke be dressed? (suit and tie; sport coat and open collar shirt; slacks and shirt; other)

6. Who will be introducing Burke to your group?

7. What is most important to you concerning the content of Burkes' program?
(i.e. use of examples, exercises, handout, etc.)

8. What is most important to you in the working relationship with Burke?

9. What themes/threads (other than the primary topic of Burke's program) would you like to see woven into the program?

10. When your people leave the program, what three concepts/skills/ideas would you like them to have?

1.

2.

3.

THE AUDIENCE

1. Number in the audience: Are spouses invited?

2. Male/Female Percentage: M F

3. Average age group? Range of age:

BACKGROUND

1. What separates your high-achievers from the others?

2. What are some of the challenges your organization and your people/members face on a day to day basis?

3. What areas of challenge pose the greatest opportunity for improvement?

4. What are the most significant events that have occurred, and that have affected your industry, organization, or group during the past year? (i.e. mergers, downsizing, etc.)

5. What is the primary product or service that you offer?

6. What are the two most important benefits you offer to your customers?
 - a)

 - b)

7. What are 2 or 3 achievements of which your organization is most proud?
 - a)

 - b)

 - c)

Name three key people in your group that will be at the program. With your permission, Burke may want to contact them to discover more information about your group.

Name / Telephone #

- 1.
- 2.
- 3.

LEARNING TOOLS

Most audiences want something to help them continue learning after the presentation. What do you prefer?

- Visit our online store for all of Burkes' titles at www.burkehedges.com
- Customized workbook
- Autographed book or tape albums

How do you wish to handle these?

- Purchase at quantity discount to distribute to participants at the event
- Offer learning materials to participants for purchase at the event.
- Let participants order the materials from INTI after the presentation.

LOGISTICAL INFORMATION

1. Hotel Name & Address

Phone:

Fax:

2. Hotel Confirmation Number:

3. Name of meeting room:

4. Into what airport should we schedule Burke's flight?

5. How far is the hotel from the airport?

6. How should Burke travel to the hotel? (take cab, rent car, driver will pick up, etc.)?

7. Would you like Burke to notify someone after he arrives at the hotel? If so, whom shall he contact:

Phone:

8. Contact at meeting site:

Name: Title: Phone: On site arrival date:

9. Are there any pre-meeting engagements (i.e. breakfast or lunch)? If so, where and when are they scheduled:

THANK YOU!!!!!!

Please return to:

INTI

c/o Burke Hedges Seminars

Office 813-881-1638 or Direct 727-420-0515

Fax 813-886-1074

Email: info@intipub.com or burke@burkehedges.com

For our files: Your email address_____

Your website address_____