**CHRIS BASHINELLI- PRE EVENT QUESTIONNAIRE**

This questionnaire enables Chris to fine-tune his presentation to the exact needs of your group. Please complete to the best of your ability. Brief answers are preferred. Feel free to skip any questions you feel would be irrelevant or would duplicate answers already provided.

*Please note that in order to book travel we will need answers at minimum to the “travel” section of this form.*

**BASICS:**

1. Organization name:

2. Website:

3. Contact person (before event) name:

4. Phone: Email:

5. Contact person (day of event) name:

6. Cell phone: Email:

**TRAVEL:**

1. Hotel name and address:

2. Phone:

3. Venue name and address:

4. Phone:

5. Which airport should Chris fly into (include code)? If possible list more than one option. How far is each from the hotel or venue?

6. How should Chris travel to the hotel or venue? (i.e. driver, taxi, rent car, etc.)

7. How many nights will be provided for Chris to stay in the hotel?

8. Are there any pre or post-event engagements you would like Chris to attend if his schedule permits? If so, where and when are they scheduled?

9. What are the specific times the day before and the day of the event that Chris will be able to enter the space to do a 30-minute technical run through for his PowerPoint? It is best to have the run-through before guests enter the room.

**PROGRAM BREAKDOWN**

1. What type of meeting is this? (annual meeting, awards, sales kick-off, etc.)

2. What are the exact times of Chris’s speech?

3. Start time: End time:

4. Is it acceptable for Chris to go 5-10 minutes over or is this time strict?  
  
  
5. Is it acceptable if Chris incorporates audience participation excercises, including calling members of your audience on stage during the presentation?

6. Who (if anyone) is on stage directly before Chris and what is their presentation topic?

7. Who (if anyone) is on stage directly after Chris and what is their presentation topic?

8. Who is introducing Chris? (Please see attached “Intro” document for content)

9. What is overarching schedule of the conference and where does Chris fit in?   
IE: Three-day company leadership seminar. Chris is the opening speaker. OR. This is a single event and Chris is our only speaker.  
\* Please send us a copy of the meeting program if available.

10. Please list names of any industry experts that will be speaking at this meeting:

11. How will most of the audience be dressed?

12. How would you like Chris to be dressed? (i.e. suit and tie, sport coat and open collar shirt, jeans and t-shirt, other)

13. Will this presentation be videotaped?

14. Would you like to have DVD’s of Chris’s PBS TV Show available for purchase on the day of the event? If so, please let us know if you can provide one support staff to stay with the DVD’s so Chris can connect with your guests.   
\* Please note, DVD’s are available at a wholesale discount for pre-event purchases. See the “Support Materials” document for more information.

15. Are you able to provide a small set of stairs Chris can use in the center of the stage during his speech? Google images of “Brooklyn Stoop” for example.

**AUDIENCE**

1. How many people will be in the audience?

2. Male/Female percentage: M F

3. Average age of group? Age range:

4. What states or countries are audience members from (inclue percentages)? i.e. 30% New York City, 50% Canada, 20% Louisiana Bayou

5. Audience: What are the job titles of members of the audience and what do they do on a daily basis? See example below.   
10% Management staff: Oversee execution of all marketing campaigns  
40% Marketing professionals: Create and implement social engagement projects.  
50% Surgeons: Orthopedic surgeons who focus on shoulder injuries.

**CREATIVE**

Conference title and theme:

What is the specific objective of this conference?

What is your organization’s mission statement?

In very basic terms, what does your organization do? IE: We create marketing campaigns for athletic companies. OR. We are a hospital that serves 10,000 patients on an annual basis.

What are 2 achievements your organization is most proud of in recent history?

1.

2.

What is the most important benefit you offer to customers?

In your own words, why is “service” a valuable asset to your organization?

Why did you feel Chris’s message matches this event’s objectives?

In your organization, what physical location serves as a place of community, a meeting place where people come together to work out solutions to problems or simply let loose? IE: Cafeteria, conference room, basketball court, lounge.

What are 2 or 3 of the most pressing challenges in your organization or industry faces that you would like Chris to address?

1.

2.

3.

What are the main 3 takeaways you would like the audience to leave with?  
  
1.

2.

3.

Are there any specific elements Chris should keep in mind for this audience?  
IE: What works best with our group is humor, vulnerability and audience participation. OR. We don’t like to laugh; we want to focus strictly on leadership.

Fill in the blank. “I would feel this event was a success if the audience walked

away feeling \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”