



## SPEAKER PRE-PROGRAM QUESTIONNAIRE

When I am a guest motivational speaker at an event, I know the difference between a good speech and a great one is the **Customizing**- I do in advance. I like to interview members of the target audience ahead of time to get some relevant ideas, buzz words and sources of stress I can weave into my speech.

From the **Meeting Planner**, I get permission to speak with at least 3-5 members of the audience. I aim for a variety that will represent different demographics of the group. "C" Level Executives, Mid-Management, Front-Line Workers...

### Here are the Questions I ask the Meeting Planner:

What is your event theme?

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Why did you chose this theme?

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What is your goal for my speech?

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What would make it really unique?

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Motivational?

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What are the strengths of your conference attendees?

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What do they most need to improve on?

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How many people will attend?

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What is the demographic (age and gender) break down?

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Who are some people I need to know (longstanding president, new executive director)?

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Who can I poke fun at (good natured guy, life of the party, loves to be ribbed)?

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Who should I stay away from (the guy who needs therapy and a one hour speech won't cut it)?

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Name 2 role models that people in the audience look up to?

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Why?

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What did you like/dislike about previous guest motivational speakers?

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What is the dress code?

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What do guest speakers typically wear?

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Will spouses be attending?

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Typical Audience: Educational Background? Income Range:

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**Survey Audience Members:**

Next I get a feel for the sources of stress, types of customers, competition, industry issues attendees deal with by asking these questions:

What challenges are you facing in your industry right now?

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What are your industry buzz words?

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If in sales, what is your typical sales process?

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What is an audience member's typical day like?

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What are your major responsibilities?

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What separates a high performer from others?

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What are the "joys" of the job?

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With this information I go through my major points and look for ways I can saturate the content with relevant industry examples.

Hiring a motivational speaker can be a daunting task, especially if you have not seen or heard the speaker yourself- you are taking a risk.

If it goes well, fantastic, you look like a star!

If it isn't what you expected, you are disappointed . . . and so is everyone else.