

# Jay Heinrichs *on* Persuasion

## Pre-Program Questionnaire

I want your event to succeed as much as you do. It's critical that I absorb as much information as possible about your organization and its challenges so that I can craft the perfect presentation for your specific needs. Please complete this questionnaire and return **with any additional marketing promotional materials** (program, event brochure, newsletters, invitations, press kits).

Please complete the answers as thoroughly as possible and send additional information when you get it. If parts get too time-consuming, let's make sure we cover them all in our conference call. Thanks for your help!

*Please note: A change or addition on this form does not constitute a change to the contract.*

**Organization:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Date of Jay's Program:** \_\_\_\_\_

### Primary Contact Person prior to event:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Office phone: \_\_\_\_\_ Mobile phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### Primary Contact Person at the event (if different from above):

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Office phone: \_\_\_\_\_ Mobile phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

## PROGRAM

1. What is the conference or event's theme or focus? \_\_\_\_\_

2. What is happening immediately BEFORE Jay's presentation? \_\_\_\_\_

3. What is happening immediately AFTER Jay's presentation? \_\_\_\_\_

4. Who have been your favorite speakers in the past? \_\_\_\_\_

5. Who else is speaking at the event? \_\_\_\_\_

6. Number attending Jay's program: \_\_\_\_\_ % Male \_\_\_\_\_ % Female

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7. Average age: \_\_\_\_\_ Age range: \_\_\_\_\_

8. Who will be attending? (Please check all that apply.)  Executives  Managers  Employees  
 Customers  Clients  Others (describe) \_\_\_\_\_

9. What's the dress standard (Business suit, business casual, shorts, etc.) \_\_\_\_\_

10. Anything else I should know about your audience?

11. Please name the most important persuasion, branding, marketing, political, or personnel problems your organization faces. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

12. Which skills would you most like your group to learn from Jay's presentation? (Try to rank them in order, with 1 being the highest priority. Leave blank the ones you don't particularly want.)  Argument  Closing the Sale  Improving a brand or reputation  Recovering from Mistakes  Becoming a better speaker.  
 Understanding markets and audiences  Leadership

13. What would you most want people to say about Jay's program afterward? \_\_\_\_\_  
\_\_\_\_\_

**Completed by (signature):** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

*Please complete the following if different from the contact information above:*

**Title:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Primary Daytime Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

PLEASE RETURN THIS FORM BY FAX OR EMAIL TO:

Debbie Dunkin

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