



## WE NEED YOUR HELP!

This questionnaire is designed to help Mike fine tune his presentation to meet the needs of your group. Feel free to skip over any questions which would either be redundant or irrelevant due to the nature of your event. We want to do our part to make your upcoming event the best ever.

Once completed, scan and email to **Mike IME Publishing Group, Inc.:**  
[info@BookMikeToday.com](mailto:info@BookMikeToday.com) If you have any additional questions,  
please call 1-866-7BOOKME (26-6563)

Your Complete Information: Mike Needs To Have All This Information With Him  
When He's On The Road Traveling Prior To Arriving To Speak For Your Group

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### General Company Information:

Complete Official Company/Association/School Name:

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Other name or acronym the company/group is referred by:

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Mailing Address:

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

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Company

Slogan: \_\_\_\_\_

### Presentation/Program Specifics and Objectives:

Conference/Program Theme: \_\_\_\_\_

Specific Presentation Title: \_\_\_\_\_

Date: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_

For training sessions: When do you prefer the breaks to occur:

\_\_\_\_\_

What is on the program just before Mike speaks? \_\_\_\_\_

What happens on the program right after he speaks? \_\_\_\_\_

Specific purpose of this meeting (awards banquet, annual meeting, etc.) \_\_\_\_\_

\_\_\_\_\_

Specific objectives for Mike's presentation? \_\_\_\_\_

\_\_\_\_\_

What would make Mike's presentation really "special" for your group? \_\_\_\_\_

\_\_\_\_\_

What needs to happen as a result of Mike's participation for you to achieve success?

(Please be as specific as possible) \_\_\_\_\_

\_\_\_\_\_

Sensitive issues that should be avoided? \_\_\_\_\_

\_\_\_\_\_

### **Attendee/Audience**

Number attending? \_\_\_\_\_ %male \_\_\_\_\_ %female \_\_\_\_\_

Spouses attending? Y    N                      Age range\_\_\_\_\_

Average annual income\_\_\_\_\_ Income range\_\_\_\_\_

Educational Background:\_\_\_\_\_

Major job responsibilities of audience:\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Average length of employment/association with company or group?\_\_\_\_\_

Circle one:    Are attendees there voluntarily or is it mandatory?

If mandatory, how receptive are the attendees to this program?\_\_\_\_\_

Will the attendees have to pay individually or is it a company/association sponsored event? \_\_\_\_\_

Dress code for attendees?\_\_\_\_\_ Usual dress:\_\_\_\_\_

Other relevant issues:\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### **Background**

Who are the other speakers on the program?

Speaker\_\_\_\_\_ Topic\_\_\_\_\_

Speaker\_\_\_\_\_ Topic\_\_\_\_\_

Speaker\_\_\_\_\_ Topic\_\_\_\_\_

What speakers have you used in the past that covered topics related to what Mike will be presenting for you?

Speaker\_\_\_\_\_

Speaker\_\_\_\_\_

Speaker\_\_\_\_\_

What did you like and/or dislike?\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name the key executives that will be in Mike's audience. With your permission, Mike will like to contact them for more research information on your group.

Name:\_\_\_\_\_ Phone:\_\_\_\_\_

Name:\_\_\_\_\_ Phone:\_\_\_\_\_

Name:\_\_\_\_\_ Phone:\_\_\_\_\_

Details about your Audience

Recent Achievements?\_\_\_\_\_

\_\_\_\_\_

Problems/Challenges?\_\_\_\_\_

\_\_\_\_\_

Breakthroughs?\_\_\_\_\_

\_\_\_\_\_

What separates your high-performance people from others?\_\_\_\_\_

\_\_\_\_\_

### **Details about your Organization**

Recent Achievements? \_\_\_\_\_  
\_\_\_\_\_

Problems/Challenges? \_\_\_\_\_  
\_\_\_\_\_

Breakthroughs? \_\_\_\_\_  
\_\_\_\_\_

Significant Events? Mergers? Relocations? Awards? \_\_\_\_\_  
\_\_\_\_\_

### **Details About Your Industry**

Recent Achievements? \_\_\_\_\_  
\_\_\_\_\_

Problems/Challenges? \_\_\_\_\_  
\_\_\_\_\_

Breakthroughs? \_\_\_\_\_  
\_\_\_\_\_

### **Logistics**

Introducer's Name? \_\_\_\_\_ Title \_\_\_\_\_

\* Note: An introduction will be provided upon request. Mike's standard introduction is provided at our website [www.BookMikeToday.com](http://www.BookMikeToday.com) under the meeting planner section.

Is there any publicity work Mike can do for you while he is at your event?  
Please let us know in advance so we can arrange travel.

Will the event be audio taped?    Y    N              Will the event be video taped?    Y    N  
(Remember, we will need to give permission to do so)

If the presentation is to be videotaped (and Mike gives his consent to record) then Mike gives his consent for the Client to use the tape for internal needs only, but requires that a professional copy be provided to him within thirty days of the presentation.

If you wish, Mike can make his continuing educational material available to your audience, so that they may continue the learning process.

This can be done one of two ways.

A. \_\_\_\_\_ Group purchase in advance for each attendee, at wholesale price.

B. \_\_\_\_\_ Materials made available at the back of the room after the event.

If you checked option B, please make sure that:

1.     Nothing will be on the program following Mike's presentation for at least 20 minutes.
2.     A table will be made available for materials by the exit door or just outside the room.
3.     Someone from your organization will be available to assist with sales. We will provide all necessary materials.

### **Travel Information**

**\*\*\*Hotel Requirements: Non-Smoking Room (Preferably King Size Bed)**

*(Please make reservations for mike as he does not know your area...thank you)*

Best airport to arrive at? \_\_\_\_\_

Recommended/Event Hotel? \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Ground Transportation: Will a representative of your group pick up Mike from the airport? \_\_\_\_\_

If No how will Mike be transported from the airport to the hotel? \_\_\_\_\_

If picked up, company/contact name \_\_\_\_\_

If you want mike to rent a car, please **EMAIL DRIVING DIRECTIONS** from the airport to the hotel & from the hotel to location(s) of the talk(s) along with this document

**NO AIRPORT SHUTTLES, BUSES, VANS** permitted for distance over 15 minutes.

Venue Name (if different from hotel) \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Does Mike need a parking pass? \_\_\_\_\_ If so, please send it ASAP to 362 Willowcreek Ln, Martinez ca. 94553

Location at the site, room, etc.? \_\_\_\_\_

Emergency Contact(s): (list more than one if necessary)

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

Business Phone: \_\_\_\_\_

Home Phone \_\_\_\_\_

(In Case of an emergency and mike needs to get ahold of you quickly)

Cell Phone: \_\_\_\_\_

**What Should I Know That I have Not Asked?**

A. \_\_\_\_\_

\_\_\_\_\_

B. \_\_\_\_\_

\_\_\_\_\_

C. \_\_\_\_\_

\_\_\_\_\_

Thank you again for this opportunity to serve you.