

## Market For Profits - Meeting Planning Pre-program Questionnaire

**“It is my goal to give you the BEST presentation ever! I will share with your organization, tips, techniques and methods for improving their own businesses through my own knowledge, insight & experience. Please help me to create a dynamic presentation by sharing information about your organization so that I may tailor this presentation especially for you.” - Alfred Lautenslager**

The questions on this form are designed to help me prepare a program specifically tailored to the needs of your group. Please take a moment to answer all the questions fully and return the form to my office at your earliest convenience. If there is anything else you feel provides significant background information on your company, please forward those materials to me (newsletters, trade periodicals, marketing materials, websites, awards, etc.).

### *The Presentation*

*Conference, title and/or theme?*

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*Objectives for my presentation?*

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*Sensitive issues that should be avoided?*

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*What is on the program just before I speak?*

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*What happens following my presentation?*

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*Introducer's name*

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*Are other speakers on the program? Yes \_\_\_\_ No \_\_\_\_*

*Would it be possible to get a conference agenda forwarded to me?*

*What have you liked and/or disliked about speakers in the past?*

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*How can I go the extra mile for you during my presentation?*

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*What comments and/or suggestions do you have that will help me make this presentation the best your audience has ever had?*

### *The Audience*

*Approximate number attendees that will view my presentation: \_\_\_\_*

*Will spouses and/or guests be attending? Yes \_\_ No \_\_*

*Gender: Approximate percentage male \_\_\_\_*

*Approximate percentage female \_\_\_\_*

*Generation: Average age of attendees \_\_\_\_*

*Average number of years they have been business owners / managers/dealers: \_\_\_\_*

*Problem most attendees are challenged with today:*

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*What separates high-performers from others that are not as successful?*

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*Do you have a special message you would like me to share with the audience?*

### *Your Industry*

*What business issues keep you up at night and drive you crazy during the day?*

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*If you had a magic wand and could make problems disappear what would you wish for?*

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**Tailoring my presentation**

*Please provide the names of three or four of the most successful people within your industry. This list should include the most successful of attendees and/or key people within your organization. It is best if they are well known and respected within your industry.*

*Would it be possible to contact them, with your permission, before I plan my presentation for additional insight into your organization?*

Name: \_\_\_\_\_ Business Name: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
Website: \_\_\_\_\_

Name: \_\_\_\_\_ Business Name: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
Website: \_\_\_\_\_

Name: \_\_\_\_\_ Business Name: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
Website: \_\_\_\_\_

*Please fax back to: 630-871-0087 or e-mail this form to [al@market-for-profits.com](mailto:al@market-for-profits.com)*

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*Thank you for taking the time to provide this information. I will use this information to prepare an outstanding presentation for your organization!*

*Thanks in advance for everything!*

*Al Lautenslager*