

Ellison Communication Consultants Meeting Planners' Questionnaire

In order to make sure that Sharon Ellison has the information she needs to provide you with the best service possible, we would appreciate it if you would fill out the following questionnaire. You can fax, email or mail us the information.

Phone: (800) 714-7334
Phone: (510) 655-8086
Fax: (510) 655-8082
Email: sharon@pndc.com

Ellison Communication Consultants
4100-10 Redwood Road, #316
Oakland, CA 94619
Web site: www.pndc.com

Travel Information

In case of emergency or flight delays, whom should Sharon contact?

Name: _____

Phone: Business: _____ extension: _____

Home: _____ Mobile: _____

What is the nearest major airport to the meeting site? _____

For transportation to and from the airport, would you prefer:

To have Sharon take a taxi/limo.

To have someone meet Sharon at the airport

Name: _____ Bus: _____

Home: _____ Mobile: _____

Estimated travel time from airport hotel to meeting site: _____

Event location: _____

Address: _____ Phone: _____

On-site event contact person: _____

Hotel where Sharon will be staying if not the same location as the meeting?

Address: _____

Phone: _____

How far away from the meeting location? _____

Organization Information:

Organization: _____

Main Phone: _____

Fax: _____ Web Site: _____

Meeting or conference planner: _____

Phone: _____ Fax: _____

E-mail: _____

Additional contact: _____

Phone: _____ Fax: _____

E-mail: _____

It is very useful to speak to several people within the organization prior to the presentation. We'd appreciate it if you would list 3 (or more if you wish) people Sharon can speak to personally. For associations, we'd like the name of the association president and other officers. For a corporation or agency, we'd like the name of the CEO or director, someone in management, and a staff member, each of whom can represent different viewpoints regarding issues and needs within the organization.

CEO/Director/President:

Name: _____ Title: _____

Phone: _____ Email: _____

Senior Executive/officer:

Name: _____ Title: _____

Phone: _____ Email: _____

Middle Management/officer :

Name: _____ Title: _____

Phone: _____ Email: _____

Employee/staff:

Name: _____ Title: _____

Phone: _____ Email: _____

Other significant person:

Name: _____ Title: _____

Phone: _____ Email: _____

** If there are more people you'd like Sharon to talk with, please list on a separate sheet.*

Event Information:

Event Date(s): _____

Event Title: _____

Specific theme or purpose of the event: _____

Date Sharon speaks: _____

Sharon's exact starting time: _____ exact ending time: .

The person who will introduce Sharon: _____

Name: _____

Phone: _____ Email: _____

Does another speaker precede Sharon? Yes No

Name: _____ Title: _____

Topic: _____

What happens immediately before Sharon speaks? (speaker, meal, break, etc.):

What happens immediately after Sharon speaks? (speaker, meal, break, etc.): _____

How long are the breaks between speakers/break-out sessions:

Which people, if any, from the organization will speak during the event?

Name: _____ Title: _____

Topic: _____

Name: _____ Title: _____

Topic: _____

Would you like for us to arrange to link Sharon's web site to your on-line information about your meeting? **Yes** **No**

If 'yes', please give contact person: _____

About the Audience:

Who will be attending the session?

Total number of attendees: _____

Audience Make-up in terms of job positions or type of job:

Position: _____ % of attendees: _____

Position: _____ % of attendees: _____

Position: _____ % of attendees: _____

Position: _____ % of attendees: _____

Position: _____ % of attendees: _____

Position: _____ % of attendees: _____

Position: _____ % of attendees: _____

Position: _____ % of attendees: _____

Average age: _____

Educational Level:

_____ % H.S. Graduate

_____ % College Graduate

_____ % Masters/Ph.D.

Ethnic Diversity:

_____ % Asian

_____ % African American

_____ % EuroAmerican

_____ % Hispanic

_____ % Native American

_____ % Other

Gender:

_____ % Female

_____ % Male

The Organization's Written Materials:

Any written materials you can send us that gives us more about your organization will help Sharon to tailor the presentation to your interests and needs. Such information could include any or all of the following:

- The event flyer and agenda
- Mission statement
- Brochures
- Newsletters
- Organization chart
- Promotional materials
- Key job descriptions
- Sample of industry journals/magazines

Phone Consultation:

After reviewing everything you send, Sharon will contact you to discuss specific ideas for the content that will achieve your objectives.

Listed below are some of the areas of information she prefers to discuss in person. Sharon considers all information she receives to be confidential.

Organization Information

- How do organization members usually respond to new ideas? To speakers?
- Are they reserved, skeptical, open, and enthusiastic?
- How much communication training have the majority of them had, ranging from almost none to extensive?
- How would you describe the morale in your organization?
- What current issues/challenges/changes is your organization currently facing? What are the greatest stress points within the organization?
- Have there been any recent announcements or events that Sharon should know about.
- Are there currently any significant conflicts among various factions within the organization? (i.e. conflicts between people with different job descriptions, conflicts within the organization as a whole re: philosophy or goals)
- What are the most important changes happening in your organization's industry/profession?

Phone Consultation: (continued)

Topic and Presentation:

- What other professional speakers or seminar leaders have your attendees heard in the last few years and how did they respond to their programs?
- Would you Sharon to provide a standard or an interactive keynote/presentation?
- Do you have key issues you want her to focus on in her talk?
 - Is there one topic in particular on the web-site you'd like her to provide?
 - Are there several you'd like her to blend from the web-site samples?
 - Are there additional issues outside the sample topics on the web-site that you would like her to cover?

Goals and objectives for Sharon's program

- What are your objectives for Sharon's presentation/program?
 - What changes in attitude and/or behavior would you like to see?
 - How would you describe your primary objectives:
 - How would you describe your secondary objectives:

Support Materials:

Since time sequenced learning is the most powerful, Sharon has information available which can help the participants reinforce attitude shifts and skill development. This information includes her book, audiotapes and web-site.

Book: *Taking the War Out of Our Words: The Art of Powerful Non-Defensive Communication*

Audio Tape: *Powerful, Non-Defensive Communication*
Basic Course

Audio Tape: Conference Keynote: *Diversity: Tools, Accountability & Action*

- Would you be interested in discussing the possibility of purchasing Sharon's book and/or any audiotapes for the attendees?
- Would you be interested in contracting with Sharon to have her create customized follow-up tapes/CDs for your organization in order to reinforce the learning?
- Do you want her to make her book and audiotape available for participants to purchase at the meeting/conference?
- Do you prefer that no materials be sold at the time of the conference?
- Would you like for us to arrange to link Sharon's web site to you organization's web-site for follow-up learning opportunities after the event?

Should we incorporate a way for them to fill out the form on line and just click to send it to us?

Three easy options:

1. Simply fill out this form and submit it online. After you have hit "submit" you will find a pager summarizing your responses. Feel free to print this for your records.
2. Download the Microsoft Word document version. Then fill in this form out and fax it to us at (510) 655-8082.
3. You can also mail it to:
Ellison Communication Consultants
4100-10 Redwood Road, #316
Oakland, CA 94619
3. Call (510) 855-8086 and request that a questionnaire be mailed to you.