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**CUSTOMER CATCHER**  

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I N S T I T U T E

## **Pre-Program Questions**

Your Name:

Phone:

Title:

Fax:

Company:

Web site:

Meeting Dates:

Best time to contact you:

### ***I. THE PROGRAM***

1. What is the theme and title of the meeting?
2. What is the specific purpose of this meeting?
3. What type of meeting is it? (annual meeting, awards ceremony, sales kick-off, etc.)?
4. Who (if anyone) is on the program just before Martin and what is their presentation topic?
5. Who (if anyone) is on the program right after Martin and what is their presentation topic?
6. Which company executives and/or industry experts will be speaking at this meeting?

### ***II. THE PRESENTATION***

1. What is Martin's role in your program (opening or closing, breakout, etc.)?
2. What are the exact times for Martin's presentation?  
Start Time:                      End Time:
3. What is the attire for the meeting?
4. How should Martin be dressed? (suit and tie; sport coat and open collar shirt; slacks and shirt; other)
5. Who will be introducing Martin to your group?
6. What is most important to you concerning the content of Martin's program?  
(i.e. use of examples, exercises, handout, etc.)
7. What is most important to you in the working relationship with Martin?
8. What themes/threads (other than the primary topic of Martin's program) would you like to see woven into the program?

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9. When your people leave the program, what three key concepts/skills/ideas would you like them to have?
  - a.
  - b.
  - c.

### III. THE AUDIENCE

1. Number in the audience: Are spouses invited?
2. Male/Female Percentage: M          F
3. Average age group?                  Age Range:

### IV. BACKGROUND

1. What separates your high-achievers from the others?
2. What are some of the challenges your organization and your people/members face on a day-to-day basis?
3. What areas of challenge pose the greatest opportunity for improvement?
4. What are the most significant events that have occurred, and that have affected, your industry, organization, or group during the past year? (i.e. mergers, downsizing, etc.)
5. What is the primary product or service that you offer?
6. What are the two most important benefits you offer to your customers?
  - a.
  - b.
7. What are 2 or 3 achievements of which your organization is most proud?
  - a.
  - b.
  - c.
8. Name four key people in your group that will be at the program. With your permission, Martin may want to contact them to discover more information about your group.

	Name	Phone
a		
b		
c		
d		

PLEASE RETURN THIS FORM BY FAX TO: 416-352-0704

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## ***V. LEARNING TOOLS***

Most audiences want something to help them continue learning after the presentation. What do you prefer? (ie. Customized workbook, autographed book or tape albums, other)

How do you wish to handle these?

- a. Purchase at quantity discount to distribute to participants at the event
- b. Offer learning materials to participants for purchase at the event.
- c. Let participants order the materials from The Customer Catcher Institute after the presentation.

## ***VI. LOGISTICAL INFORMATION***

1. Hotel Name:

Address:

Phone:

Fax:

2. Hotel Confirmation Number:

3. Name of meeting room:

4. If applicable, what is the best airport for Martin to fly into to?

5. How far is the hotel from the airport?

6. How should Martin travel to the hotel? (take cab, rent car, driver will pick up, etc.)?

7. Would you like Martin to notify someone after he arrives at the hotel? If so, whom shall he contact:

Name:

Phone:

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1 First Canadian Place, Suite 350, Toronto, Ontario M5X 1C1 CANADA  
T: 416.657.2520 Visit: [www.MartinWales.com](http://www.MartinWales.com)

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8. Contact at meeting site:

Name:

Title:

Phone:

On site arrival date:

9. Are there any pre or post meeting engagements (i.e. breakfast or lunch)? If so, where and when are they scheduled?

Thank you!

We look forward to working with you!

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