

PRE - PROGRAM INTAKE SURVEY
MERIDITH ELLIOTT POWELL
BUSINESS GROWTH EXPERT
INSTILLING OWNERSHIP AT EVERY LEVEL, PROFITS AT EVERY TURN

Thank you! I am excited about speaking for your organization and working with you to make your event a success! This intake survey is our first step in creating a fully customized program that achieves the results you want.

Please take a few moments to review these forms, answer the questions, and we will be in touch to discuss your answers and create your fully customized program!

Your EVENT

1. Name (the official name you use) of organization: _____
2. Address of organization: _____
3. Name of event (annual meeting, regional rally, industry conference etc..) _____
4. Event date(s): Begins _____ Ends _____
5. Event location: _____
6. Event theme: _____
7. What is the purpose/goal of your event _____

Meridith's PRESENTATION

1. Date that Meridith is speaking: _____
2. Start time of presentation: _____ End time: _____
3. Room in which Meridith is speaking: _____
4. Event function: General session keynote: _____ Concurrent session or breakout: _____
5. What happens immediately before Meridith speaks? _____
6. What happens immediately after Meridith speaks? _____
7. Meridith's presentation topic: _____
8. Name of person introducing Meridith: _____
9. Best time for Meridith to do AV check: _____
10. Speaker's attire: _____
11. What are the three most important objectives for Meridith's presentation:
 - a. _____
 - b. _____
 - c. _____
12. Are there any sensitive issues that should be avoided? _____

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Your Audience

1. Approximate attendance: _____
2. Are spouses invited? Yes ☐ No ☐
3. Percentage of males/females: _____
4. Average age of audience: _____
5. Who will be attending (i.e., executives, managers, employees, customers, clients, etc.)?

6. What are the top two challenges your audience is facing _____
7. What are the top two opportunities your audience has _____
8. What key take aways to you want your audience to get/learn from _____

GENERAL BACKGROUND INFORMATION

1. Please provide a brief description of your organization:

2. Who is your organization's target market? _____
3. What term is used to refer to your customer (such as customer, patient, client, buyer, etc.)?

4. Is there any lingo that Meridith should be familiar with (acronyms, tag lines, etc.)?

5. Who are your primary competitors? _____
6. In the last few years, what have been the most significant changes your organization has faced?

LODGING & GROUND TRANSPORTATION

Will you be making lodging and ground transportation arrangements, or is Meridith responsible?

1. Name of hotel: _____
2. Address of hotel: _____
3. Telephone: _____
4. Confirmation # for Meridith's reservation: _____
5. Date(s) of lodging: _____

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AIR TRAVEL

Meridith will make her airline reservation, with respect for expenses and arrival time for the client

1. Nearest airport: _____
2. Distance to hotel from airport: _____

GROUND TRANSPORTATION

1. Distance of nearest airport to hotel: _____ miles
2. Ground transportation upon arrival in host city (from airport to hotel):

Taxi ☐ Shuttle Service ☐ Arranged car or limo service ☐

- a. If hired car, name of transportation company: _____
- b. Telephone contact in event of emergency: _____
- c. Confirmation #: _____
3. Ground transportation from hotel to venue (if different from hotel): _____

Time of pick-up from hotel: _____

4. Ground transportation from venue back to airport:

Taxi ☐ Shuttle Service ☐ Arranged car or limo service ☐

- a. If hired car, name of transportation company: _____
- b. Telephone contact in event of emergency: _____
- c. Confirmation #: _____

AUDIO VISUAL REQUIREMENTS for KEYNOTE PRESENTATIONS:

The following are required:

- One hand-held cordless microphone
- One wireless lavalier microphone
- One mini jack
- What is the style of room set up: round tables, conference room etc..?

If this is a concurrent session or training segment, the above requirements remain the same. In addition: please provide one flip chart and black marker.