



Pre- Booking Questionnaire

This is an important document because it becomes the roadmap that will guide Dale’s presentation for your group. The better you do in providing information, the better Dale can do his homework—the better job he’ll be able to do for YOU! Thanks for your help in filling this out and promptly faxing/emailing it back to us!

THE EVENT

Program Date: _____ Beginning Time: _____ Fee: _____

Name of Organization: _____

Title of Event for Handout: _____

Theme, if any: _____

Your Organization’s Logo Will Be Sent for Handout via Email by: _____

Time Slot For Dale’s Presentation: _____ Length Agreed On: _____

Is There Going To Be A Meet And Greet After The Presentation? _____

Objective of Event: _____

Number Expected To Attend: _____ Spouses Included? _____

Dale’s Introducer Will Be: _____

You’re Website URL: _____

What Precedes Dale’s Talk? _____

What Follows It: _____

Will Food and/or Drinks be served at the Event? **If the Answer is Yes, We Need to Discuss This in Detail**, so that the Attendees are not distracted by the Wait Staff, Clinking Plates, Trays, Glasses, Etc and Dale can achieve Maximum Impact with His Message! _____

Can we Video The Presentation: _____

What Other Speakers Have You Had In the Past: _____

Who Was the Most and Least Successful and Why: _____

THE AUDIENCE

Would You Like Anyone Recognized – Birthdays, Awards, Employment Anniversary – Etc. _____

Are There Any Important Changes Happening in Your Company or Industry That You Would Like Dale to

Mention or Touch Upon? _____

What Are The Concerns and Challenges of Your Audience Members? _____

What Are Some Recent Victories As A Company/Association/Team? _____

What Would You Like To Accomplish By Dale Speaking For Your Group? _____

Is There a Slogan or Philosophy Commonly Used Within Your Organization? _____

Has There Been an Exciting, Humorous or Unusual Event Happen In The Organization In The Past Few Months

That The Entire Group Would Relate To? _____

Can You Provide Me With Examples of Humor In Your Particular Association or Industry (i.e.; weird acronyms,

corny slogans, industry jargon, etc.): _____

Who Will Be Attending (i.e.; Sales, Exec, Ops, Etc.)? _____

What Will The Make -up of The Audience Be:

Average Age: _____ Male/Female Ratio: _____ Spouses (%) _____

What will be the audiences attire? _____

Should the Message be Targeted More to One Group than Another? If Yes, Which?

What Are The Sensitive Issues? Any Controversial Issues? Topics/Subjects **NOT** to be Mentioned? _____

Can You Provide Names and Contact Information of 3 People Attending Dale's Program To Interview:

(Please include a cross-section of individuals, i.e. front-line, middle and senior)

1) _____

2) _____

3) _____

THE VENUE

Event to Be Held At: _____

Address & City: _____

Phone #: _____

Site Liaison Person: _____

Designated Meeting Room: _____

What Type Of Room Will The Meeting Be Held In? _____

Have You Held The Meeting At This Location Before? _____

Will The Room Support A Power Point Presentation, I.E. Are There Blinds On The Windows, Are There Dimmers On The Light Switches, Will The Attendees In The Rear Of The Room Have A Clear Line Of Sight To The Screen, Etc?

Dale Requires An Elevated Platform (approximately 3 feet high) With Room For Movement. Can A Platform And Ramp Be Provided? _____

Who is the **Audio Visual** Site Liaison? Name: _____

Phone: _____ Cell: _____ Email: _____

When Is The Sound Check Scheduled For? _____

Lighting Is Important For Conveying Positive Energies And Moods. What Will The Lighting Be? _____

Will The Audience Be Seated At Tables Or In Rows Of Chairs? _____

It Is Better To Have As Few Empty Chairs As Possible For The Energy Level Of The Room, Please Plan Accordingly.

Did you and the audio visual Site Liaison review Dale's web page for media kit on his web site @ <http://www.dalespencer.com> ?
This can help to answer most of the questions you may have, if you need any additional information I'm only a phone call away!

OTHER

Are There Any Additional Appearances That You Would Like Dale To Be Present At? _____

Is There Anything Additional That You Think Dale Should Know About? _____

ACCOMODATIONS

Hotel Reservation for Dale Spencer is made at: _____

Address: _____

Phone: _____ Confirmation #: _____

A Car & Driver Have Been Provided That Can Accommodate a Wheelchair By: _____

Phone: _____ Confirmation #: _____

Name of Driver: _____

Name of Planner Completing This Form: _____

Phone: _____ Email: _____

In Case Of An Emergency Immediately Prior To This Booking, Please Contact:

Office Phone #: () _____ Home Phone #: () _____

Cell Phone #: () _____ Email _____

I love to speak and take my profession very seriously. I personally commit to you that I will deliver a professional program. However, if you cannot complete the pre-booking form then I will not be able to customize my presentation to your audience and I will only be able to give a generic presentation. Working together we can achieve a successful and memorable event.

Please scan and email completed form 2 weeks prior to scheduled event to Dale@Dalespencer.com