



## turning managers into leaders

### **PRE-PROGRAM QUESTIONNAIRE & CLIENT NEEDS ANALYSIS**

This questionnaire is designed to help Merge prepare a program that is specifically tailored to the needs of your group. Please take a few minutes to answer these questions as completely as you can; it will help her give you a program of the highest quality; a program that your attendees/delegates will learn from and remember for days to come.

You can complete and send this questionnaire to us in one of two ways:

1. Complete in Word, save a copy to your local drive, and then send it to us via e-mail as an attachment. Please e-mail to [info@mergespeaks.com](mailto:info@mergespeaks.com)
2. Print off the Adobe Acrobat version of the document, complete by hand, and fax it to us at 403-451-9759.

### **AUDIENCE ANALYSIS INFORMATION**

Number of attendees?

Are spouses invited?

Approximate split between males and females?

Average age of group?

Range of ages in group?

General job description and responsibilities of attendees?

What are the names and titles of your top people at this event?

### **PROGRAM INFORMATION**

What is the title of this event?

What is the theme of this event (if any)?

What is the purpose of this event?



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What are your top three objectives for this event? Be as specific as possible.

- 1.
- 2.
- 3.

What specific results and/or improvements would you like to see in your people as a consequence of this program?

What must this program accomplish in order for you to feel that it was a success? In other words, what will success look like?

Are there any specific issues or topics in particular that you would like Merge to discuss during the program?

Are there any key issues that Merge should avoid?

When people leave Merge's presentation, what ONE thing do you want them to have uppermost in their minds?

### **LOGISTICAL INFORMATION**

Name and title of Merge's introducer?

Starting time for Merge's program?

Starting time for the entire program?

Ending time for Merge's program?

Ending time for the entire program?

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What takes place immediately before Merge's program? (e.g. another speaker, break, meal?)

What takes place immediately after Merge's program? (e.g. another speaker, break, meal?)

If this event is a dinner program, will alcohol be served before or during Merge's program?

If other speakers will be presenting at this event, who are they and what are their respective topics? (if a brochure is available, please either mail, or provide us with a link)

Location of the event (and contact person with phone/e-mail information)?

Meeting room name or number?

### **BACKGROUND INFORMATION ABOUT YOUR ORGANIZATION**

*If the people attending this session are not from a single organization, please adjust your responses so that they address the majority of the needs of the group.*

What do you consider to be the primary strengths of your organization and/or your people?

What are the three most pressing problems/challenges being experienced by your industry, your organization, and your people?

- 1.
- 2.
- 3.

What are the top three changes the people attending have experienced?

- 1.
- 2.
- 3.



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What are the top three fears and frustrations?

- 1.
- 2.
- 3.

What are the most significant events to have occurred in your industry/organization in the past year?

What specific victories (if any) have the people in the audience recently had, that Merge could mention to honor them and their work?

Thank you for taking the time to fill out this questionnaire. It will help Merge give you a top quality and highly memorable program.