

O'Dooley Associates, Inc.

PRE-PROGRAM QUESTIONNAIRE

KEY CONTACT _____ ADDRESS _____

PHONE _____

It is our goal to meet the needs of our individual clients. Therefore, in striving to design our format to meet these needs, we will need more in-depth information about your company.

COMPANY _____

DATE OF SEMINAR _____ TIME _____

LOCATION _____

1. How many attendees are expected? _____ Women? _____ Men? _____

2. Management level of audience? _____

3. Functional level of audience? (i.e.: sales, marketing, personnel) _____

4. The reason for the meeting or convention? _____

5. The major product or service of your company? _____

6. Special needs of your company? _____

7. Theme of program? _____

8. Your objectives for the program? _____

9. What are the three biggest challenges faced by your attendees? _____

10. Are there any significant events or changes which have occurred in the past few months? _____

11. Are there any inside jokes, phrases, slogans, policies, etc., we could use? _____

12. What inside things should we know about top management people? College, slogans, hobbies, sports, etc.? _____

13. Any other ideas or information to help us understand and better relate to your audience more specifically? _____

Thank you for investing the time and effort to provide this detailed material...it will be used.

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