

MENSAH SPEAKER QUESTIONNAIRE

To assist in preparing for your meeting, please complete this form as thoroughly as possible and where applicable. Return with any additional background information (i.e. annual report, newsletters, program/event brochure, invitation, press kit, etc) you may have on your organization and this event.

Speaker: Albert Mensah

Day and date of meeting:

Sponsoring organization:

Event name:

I. GENERAL MEETING INFORMATION

A. The Program

1. Please provide a brief description/profile of your organization: _____

2. What are the major objectives of this meeting: _____

3. What is the theme for this meeting: _____

4. Who else is speaking at this event: _____

5. What speakers have you had at this meeting in the past: _____

B. Presentation Content

1. What would you like the Speaker's session to accomplish: _____

2. What particular challenges for the organization could the Speaker address?

3. Are there any taboos the Speaker should avoid? _____

4. Are there any “unspoken” concerns of which the Speaker should be aware?

5. Please list several people and phone numbers the Speaker may want to contact

C. The Audience

1. Number of attendees: _____ 2. Male female ratio: _____
3. Age range: _____ 4. Will spouses be in attendance: _____
5. Will children be in attendance: _____

6. General profile of attendees: _____

7. Major job responsibilities of attendees: _____

8. Names and titles of top people at the meeting: _____

D. Organization Questions

1. What is the primary product or service you offer? _____

2. What are the most important benefits you offer your customers or members? _____

3. Who is your typical customer/member? _____

4. What are the unique features of this product/service that differentiate it from competitive products/services? _____

E. Corporate Questions

1. Who are the major competitors in your market areas? _____

2. What are the major strengths compared to your competitors? _____

3. What are the major weaknesses compared to your competitors? _____

II. LOGISTICAL INFORMATION

A. Hotel/Event Site Questions

1. If there are any problems on the way to the meeting who should the Speaker contact
Name _____ Business phone _____
Home phone _____ Cell _____

2. Hotel: Name: _____
Address _____
City/state: _____
Phone: _____ Fax: _____

3. Other information: _____

4. Organization background information: attached: _____ sent separately _____

B. Speaker Materials

1. Handouts:
When does the speaker need to provide the master copy for duplication?

2. Please indicate your interest in the following activities by marking a Yes or No
next to each one: Sale of Speaker tapes _____ Bookselling _____
Book signing _____ Other _____

3. Shipping of Materials/Tapes
To Whom: _____

Address: _____
When do the materials need to arrive? _____

4. Date of Hotel Reservation for
Speaker: _____

5. Hotel Reservation Confirmation
Number: _____

If the program is not at the hotel, where is the Speaker staying?

Location Name: _____

Address: _____

City/state: _____

Phone: _____ Fax: _____

6. How will the Speaker get from the hotel to the program site?

If someone is taking the Speaker to the program, who will that be?

Name: _____ Cell: _____

Time of pickup: _____ Place in hotel for pickup: _____

7. Who will meet the Speaker at the program?

Name: _____ On-site contact# _____

Where will the speaker be met? _____

At what time? _____

8. What is the exact timetable for the Speaker? (Please be specific as possible)

TIME	FUNCTION	ROOM NAME
_____	_____	_____
_____	_____	_____

9. Room set-up: _____

10. What takes place immediately before and after the Speaker's program?

Before? _____ After? _____

11. What else is happening during this session?(Awards ceremony, CEO's presentation, Business voting, etc) _____

12. Are there other speakers during this session? _____ If yes, what is the lineup and their topics? _____

13. Name and title of the introducer: _____

14. What is the meeting attire: _____

Email to: Albert@AlbertMensah.com or Mail to: P.O. Box 702513 Dallas, TX 75370
Attn: Albert Mensah