

“FOCUS ON WHAT YOU
HAVE, NOT WHAT YOU
DON'T HAVE.” ~Al Foxx

AI

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International Inspirational Humorist, Comic & Author

CLIENT QUESTIONNAIRE

Thank you for the opportunity to participate in your upcoming event. We are committed to making it an outstanding experience for the participants, and easy to organize as possible for the meeting planner.

Al Foxx wants to contribute, in a meaningful way, to your event's total success. Therefore, it is important he receives as much information as possible about the event and your organization so **he can develop the best presentation to fit your specific needs.**

Please complete this questionnaire and return with any additional marketing promotional materials (program/event brochure, newsletters, invitations, press kits, etc.—electronic or hard copies) **prior to your first conference call with AI.** If all information is not available, please complete as thoroughly as possible and follow-up with additional information when it is available.

The questionnaire has been organized in the various components of speaker planning as follows:

1. Client Information
2. Event Logistical Information
3. Audience Profile
4. Presentation Development
5. Travel & Accommodations
6. Payment Schedule, Invoice, Signed Agreement

We appreciate your time and attention to detail. We know your time is valuable.

Again, **thank you** so much for this opportunity to serve your organization.

PLEASE NOTE: All information provided should reflect any information already listed on the signed agreement. A change or addition on this form does not constitute a change to the agreement and must be requested and approved in writing by the speaker.

PLEASE EMAIL, FAX OR SCAN COMPLETED DOCUMENT AND RETURN TO WDQ OFFICE AS SOON AS POSSIBLE

P.O. Box 2347, Woodinville, WA 98072

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Program Questionnaire

1. CLIENT INFORMATION

1. Sponsoring Organization:
2. Address:
3. Phone/Website:
4. Date of AI's Presentation:
5. Primary Contact Person *prior to event*:

<u>Name:</u>	<u>Title:</u>
<u>Office Phone:</u>	<u>Cell Phone:</u>
<u>Fax Number:</u>	<u>E-Mail:</u>
6. Primary Contact Person *at the event* (if different than above):

<u>Name:</u>	<u>Title:</u>
<u>Office Phone:</u>	<u>Cell Phone:</u>
<u>Fax Number:</u>	<u>E-Mail:</u>
7. What is the primary product or service you offer?
8. What are the most important benefits you offer your customers, clients or members?
9. Who is your typical customer, client or member?
10. What are your major strengths in your market?

2. EVENT LOGISTICAL INFORMATION

11. What is the conference/event theme or focus?

12. Location (Including Room Name/Number) of Event:

13. Address of Event:

14. What kind of event will AI be speaking?

- Conference
- Retreat
- Special Event
- Assembly
- Sales Meeting
- Staff Meeting
- Assembly
- Other:

15. What is the setting of the event?

- Theatre
- Hotel Conference Center (Ballroom)
- Small Conference Room
- Classroom
- Gym
- Church
- Outdoors
- Other:

16. How will the room be arranged?

- Auditorium Style
- Classroom Style
- Round Table (set for meal)
- Other:

17. Will there be a meal served during AI's presentation?

- Breakfast
- Lunch
- Dinner
- Other:

18. What is happening immediately BEFORE AI's presentation?

19. What is happening immediately AFTER AI's presentation?

20. What speakers have you had in the past?

21. Who else is speaking at this event?

22. Will there be other sessions in progress as AI is speaking?

23. Will the audience expect to:

- Participate (Workshop)
- Listen
- Other:

24. Will there be an opportunity for AI to include Q & A?

- Yes
- No

3. AUDIENCE PROFILE

25. Number of people do you expect to attend event?

- Percent Male
- Percent Female
- Average Age
- Age Range
- What is the mix of job titles and/or positions?
- Other:

26. Who will be attending?

- Executives
- Managers
- Employees
- Customers
- Clients
- Students
- Membership
- Other:

27. Spouses invited?

- Yes
- No

28. Anything else AI should know about regarding the audience?

4. PRESENTATION DEVELOPMENT

29. Check the areas you would like AI to integrate into his presentation:

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Accessibility | <input type="checkbox"/> Empowerment |
| <input type="checkbox"/> Adaptability | <input type="checkbox"/> Flexibility |
| <input type="checkbox"/> Attitude | <input type="checkbox"/> Goal Setting |
| <input type="checkbox"/> Change | <input type="checkbox"/> Healthcare |
| <input type="checkbox"/> Coaching | <input type="checkbox"/> Teamwork |
| <input type="checkbox"/> Disability | <input type="checkbox"/> Winners |
| <input type="checkbox"/> Diversity | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Employability | |

30. How long do you want AI to speak?

- 90 Minutes
- 60 Minutes
- 45 Minutes
- 30 Minutes
- Other:

31. Do you want him to do more than one presentation?

- No
- Yes
- What other speaking do you want AI to do while he is in town?

32. What are the three most important objectives you'd like for AI to include in his presentation?

- Objective 1:

- Objective 2:

- Objective 3:

33. What do you want your audience to gain as a direct result from AI's presentation?

34. What ideas/skills do you want your group to retain from AI's presentation?

35. Why is this important now?

36. Has something happened that initiated this topic? *A challenge or problem, government requirements or change, lawsuit, special request, perceived need, entertainment.*

37. How do you anticipate the listeners will feel about the topic; what is their attitude about it? *Will they be eager to listen, or angry, distrustful, afraid?*

38. Rank in order of importance to your audience:

_____ Entertainment

_____ Content

_____ Motivation

5. TRAVEL & ACCOMMODATIONS

39. Where is the nearest airport?

40. What hotel do you recommend?

Hotel Name:

Phone Number:

Address:

Confirmation Number:

Number of Nights:

41. Is the airport near the hotel?

No

Yes

42. Will you make hotel arrangements or does AI need to do this?

43. Does AI need to **rent a car** or will there be a representative to drive AI where he needs to be? (AI's preference is to be picked up driven to hotel or event, when possible).

6. PAYMENT SCHEDULE, INVOICE, SIGNED AGREEMENT

As soon as the speaker fee and travel arrangements are agreed upon, WDQ will send a speaker agreement and invoice outlining the details. Fifty percent (50%) of speaking fee will be asked to secure the date, with the remainder of the fee and travel expenses to be paid two (2) weeks prior to event. Airline tickets need to be secured as soon as possible for best prices. Events that are within driving distance, reimbursement will be at the current standard reimbursement of \$55.5 cents per mile.