

## Organizational Change Through Communication

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### Pre-Program Questionnaire

**Group Name:**

**Date of Event:**

*All questions may not apply to your group, so please fill out what is appropriate.*

1. What is your conference theme?
2. What are your specific objectives for Soraya's presentation?
3. What are sensitive issues that should be avoided?
4. Time frame of presentation:  
Approximately from      am/pm      to      am/pm
5. What takes place immediately before and after the Soraya's presentation?
6. Who are other speakers on the program (if any)?
7. What professional speakers have you used in the past?
8. What did you like/dislike about their performance?  
*(list what you remember the most and if you'd like to delete or repeat for your audience)*

9. How many audience members do you anticipate?

10. Is this a specialized group or general public?  
If specialized, please explain details.

11. Please list (3) items you believe that Soraya should know before addressing your group:

1.

2.

3.

12. What are the most significant events that have occurred in your industry, organization, school, and/or group this year?

13. Audience demographics:

Size:

Percentage of men:     %

Percentage of women:     %

Spouses: yes   no

Average age of group?

Average income of group \$

General description of attendees:

14. What is your goal for your audience? (*the most important question*)

15. Please provide a brief description of your organization: