



Client Questionnaire

To ensure the highest quality presentation, please complete the following questions and email the questionnaire to tom@tomflick.com. Tom will then schedule a 30-minute conference call.

ADMINISTRATIVE INFORMATION

1. Name of organization: _____
2. Name of person completing questionnaire: _____
3. Title: _____
4. Phone: _____ Email: _____
5. Company website: _____
6. Event date(s): _____
7. Presentation mode: Virtual Live Undecided
8. Virtual platform: Zoom Microsoft Teams Other
9. Event name or theme: _____
10. Length of presentation(s): _____
11. Exact start time for Tom's presentation(s): _____
12. PPT ratio: 16:9
Please send us your conference-themed PPT template for Tom to use as a starter slide.
13. Are you planning to video record Tom's presentation? Yes No
14. Appropriate attire:
 Business suit Blazer & open shirt Dress slacks & long sleeved dress shirt
15. Estimated size of audience: _____
16. Audience demographics: Men _____ % Women _____ %
17. Description of audience (please give approximate percentages):
 _____ % Top-level Executives _____ % Senior Staff
 _____ % Mid-level Managers _____ % Office Staff
 _____ % Front-line Managers _____ % Other Describe: _____



18. What percentage of the audience does not speak English as a first language? _____%

19. Please check the topic(s) that interest you most.

- | | | |
|------------------|------------------|--------------------|
| Motivation | Embracing change | Communication |
| Leadership | Team building | Maximum sales |
| Peak performance | Setting goals | Talent development |

DESCRIPTION OF ORGANIZATION

1. What were your organization's major accomplishments in the last year?
2. What are your organization's most important goals or "initiatives" for the next 12 months?
3. Customers: Who are they and what are their needs?
4. What are some of the terms or jargon that Tom should be familiar with?

OBJECTIVES

1. What is the purpose of this meeting/event?
2. What would you like your audience to be motivated to do, think or believe?
3. What are some of your biggest challenges/problems/holdbacks of this particular group?
4. If your group could leave with two or three thoughts, what would they be?
5. What is your plan to ensure that the meeting is not just another event, but a catalyst to motivate change?
6. List the keys to success that you see for the typical member of the audience.
7. Please note anything else that Tom should know about the audience.