

*Thank You for Booking the Retail Doctor for Your Event.   
Please return your completed Pre-Program Questionnaire to* [*Alyssa@RetailDoc.com*](mailto:Alyssa@RetailDoc.com)

**Date of Program:**

**Organization:**

**Organization website:**

**Event Management Company (if applicable):**

**I. ORGANIZATION DETAILS**

1. ***Speaker’s Primary Contact(s)***

Name:

Title:

Company (if other):

Cell Phone:

Work Phone:

Email:

1. ***Speaker’s Contact for Setup and Event***

Name:

Title:

Company (if other):

Cell Phone:

Work Phone:

Email:

**II. EVENT**

1. **Event Official Name and Theme:**

**III. LOGISTICS**

**Meeting Facility, location room:**

Venue:

Room Name:

Address:

Phone:

**Person or car service providing the speaker’s airport transportation (if applicable):**

Name:

Cell Phone Number:

**Speaker Hotel Accommodations:**

Hotel Name:

Address:

City, State:

Phone number:

Reservation Confirmation number:

**\*\* Please note: Pre-Event Setup should be scheduled for a minimum of one hour before people are let into the hall.**

**Schedule of events (including setup arrangements) for the speaker:**

**Presentation and Class/Session times should match those stated in the contract.**

**Date/Time Function Building/Room  
 Contact Name & Cell**

Setup

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**IV. THE AUDIENCE**

1. **Audience Demographics:**

Approximately how many attendees:

% Men:

% Women:

Job Titles:

General Description:

Average Age:

Names and titles of any **executives or VIPs** speaker should be familiar with:

1. **What would you like the presentation to accomplish for the audience (list two key takeaways):**
2. **Please list any key issues, trends, or current challenges pertinent to your audience:**

1. **Industry Jargon the speaker should be familiar with?**

**V. SPEAKER’S PRESENTATION**

1. **Speaker’s Event Attire:**

Business Casual unless notified otherwise

1. **Major Objectives of this meeting:**
2. **Specific Objectives for speaker’s session:**
3. **Sensitive Topics to avoid:**
4. **Will the speaker be presenting in an open or closed room:**
5. **What will be promoted on Social Media before the event:**
6. **Why did you choose Bob Phibbs, the Retail Doctor for your event?**