

*Thank You for Booking the Retail Doctor for Your Event.
Please return your completed Pre-Program Questionnaire to* *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

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| --- | --- | --- | --- | --- | --- |
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**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?**