

# SUE AUGUSTINE Pre-Program Survey

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The more Sue knows about your organization, the better she can serve you and tailor her presentations to meet your needs. Please complete as much of this form as you believe will be helpful. You may send additional background information about your group (mission statement, newsletters, promotional materials from past events, corporate reports, background data, etc.). Please include the way you will promote this event (promotional brochures, ads, flyers, posters, etc.). You may reply by email [info@sueaugustine.com](mailto:info@sueaugustine.com), fax 905-687-4158, or mail to one of these addresses:

## Sue Augustine Seminars

Canada: R.R.#1, St. Catharines, ON L2R 6P7

USA: P.O. Box 2194, Niagara Falls, NY 14302

Today's Date: \_\_\_\_\_ Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Type of Event: \_\_\_\_\_

(E.g.: Conference, Retreat, Sales Seminar, Corporate Training, etc.)

Date of Event: \_\_\_\_\_ Time/length of Sue's presentation: \_\_\_\_\_

Event City: \_\_\_\_\_ State / Province: \_\_\_\_\_

Event Venue: \_\_\_\_\_

Is this an annual event? Yes \_\_\_ No \_\_\_ If yes, for how many years? \_\_\_\_\_

What type of presentation are you requesting Sue to do? \_\_\_\_\_

(E.g.: Keynote, Workshop, Seminar, Concurrent Session, Panel Discussion, etc.)

Topic / Theme: \_\_\_\_\_

## Audience Profile:

Number of attendees: \_\_\_\_\_ Men % \_\_\_ Women % \_\_\_

Age Range: \_\_\_\_\_ to \_\_\_\_\_ Spouses invited: Yes \_\_\_ No \_\_\_

General description of audience: \_\_\_\_\_

(E.g.: Managers, Front Line Staff, Administrative, Clients, Spouses, etc.)

1. What prompted you to select the topic Sue will present for your event?

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2. Name the challenges / concerns facing your audience participants.  
(What frustrations, if any, hinder them from achieving their goals, life balance, etc.)

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3. Give 2 key concepts or learning points you would like Sue to emphasize:

➤ \_\_\_\_\_

➤ \_\_\_\_\_

4. What changes would you like to see attendees make after hearing Sue's message?

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5. What would you like attendees to be saying as they leave Sue's session?

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6. Are there commonly used slogans or philosophies, industry jargon or special people/events/circumstances in your organization Sue should aware of?

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7. What is the life of the audience on a day-to-day basis? (In the field, at the office, long hours, shift work, etc.)

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8. What do you believe are the current strengths / fears of the participants?

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9. What other sessions, if any, will take place before or after Sue's presentation?

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10. Are there sensitive or controversial issues that should be avoided?

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11. Is there anything humorous about the organization/group you'd like Sue to build into her material?

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12. What are your victories as an organization / association / team?

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13. What are the most significant changes happening in your organization?

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14. Who is your business / professional competition, if any?

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15. What challenges would cause stress or keep your group / managers awake at night?

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Please name two attendees who will be participants in the session, who may be valuable for Sue to interview for further information to help in customizing her material.

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

What proportion do you prefer?

*High content, techniques, strategies* \_\_\_\_\_ %

*Motivation, inspiration, entertainment* \_\_\_\_\_ %

**Additional Information:**

If there are other speakers at this event, please identify them by name and topic:

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Which speakers have you had in the past? \_\_\_\_\_

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Will there be media coverage?

Will this event be: Video Taped Yes \_\_\_ No \_\_\_ Audio Recorded Yes \_\_\_ No \_\_\_

Tel: 905-687-8474

***Thank you !***

Fax: 905-687-4158

Email: [info@sueaugustine.com](mailto:info@sueaugustine.com)

How did you hear about Sue?

Speakers Bureau

Word of Mouth

Read Article or Book by Sue

Heard Sue Speak

Web Site

What prompted you to consider Sue as your speaker?

Topic Expertise

Read Book / Article by Sue

Bureau Recommendation

Booked Sue Before

Heard Sue Speak