



VICTORIA LABALME

Pre-Program Questionnaire

Hi there!

I'm so looking forward to our partnership and your upcoming event.

The questionnaire below is designed to help me prepare the best possible customized experience for your attendees.

Please feel free to type your answers directly into the Word document here.

*Please return the completed questionnaire to **Studio@VictoriaLabalme.com** – ideally a minimum of **10 business days** before your event.*

*Please also send along a JPG of your current organization logo and/or event logo so that I can add it to my slides to customize the opening image. Send to **Studio@VictoriaLabalme.com***

Thank you so much and looking forward!!

All my best,

Victoria

.....
Your organization:

Website:

Person completing this form:

Role/Title:

Phone #:

Email address:

Your Event

Date:

Location (hotel, conference center or theater):

Who will be on stage before me?

Event Time: Begin: End:

My Program: Begin: End:

Approximate number of people attending meeting: _____

Approx percentage of female and males in audience: F____% M____ %

Approx age range: _____ -- _____

Are there any language or literacy barriers?

If so, what percentage?

What is the percentage balance of Entertainment to Education you would like me to include?

_____ % Entertainment

_____ % Education

AV:

- **Who is in charge of providing AV and room-set up requirements?**
 - **Name:**
 - **Phone:**
 - **Email:**

- **For your AV team:**
 - 1) **My slides will be in 16x9 format**
 - 2) **I'll be running these off an Apple computer in Apple "Keynote" software program. Please note: this is a very different format than PowerPoint.**
 - 3) **I'll keep my computer on stage with me on a stand.**

- **How will the room be set up?**

Rounds _____ Crescent Rounds _____ Theater Style _____ Classroom Style _____

- **Will there be a confidence monitor?**

- **Will there be a countdown timer?**

(Please note: Theater-style seating is preferred, if possible. Please avoid a wide center aisle which eliminates the best seats ("center orchestra"); two aisles down the sides is best. When possible, please minimize the distance between the stage and audience -- preferably less than 10')

What is the main color scheme of the décor/drape/lighting on stage?

This is important to know so I can dress accordingly. If the backdrop is black and I wear black, it'll be hard for your audience to see me. Likewise if it is blue and I wear blue...I'll disappear.

Worse, if it's a green set and I wear a red dress, I'll look like Christmas. So this is why I ask. What is the main color scheme of the décor/drape/lighting on stage?

Who will be introducing me?

Email address to which I should send my introduction:

How would you prefer I dress? Casual, Business Casual or Business formal?

What are the best Facebook pages for...

- *this event:*
- *your company or organization:*

What are the best Twitter hash tags and handles for...

- *this event:*
- *your company or organization:*

Your Organization

- *What is the official mission statement for your organization?*
- *What is the title and theme of your conference or event?*
- *General job/organization responsibilities of attendees:*
- *What are the key challenges currently experienced by your organization or industry?*
- *What would you like the attendees to KDF (Know, Do, Feel) as a result of my presentation?*
 - Know --*
 - Do --*
 - Feel --*
- *What are some of the Obstacles and Objections (real or imagined) that your audience may have to being open to this message? This is important for me to know so I can address it in a tactful way.*

- *What are some of the Misconceptions, clichés, or stereotypes people have about your industry or what your team members do? (i.e. If you're a nursing organization, people think you're all women who wear white dresses and little white hats; if you're an IT department, people think you're all nerds with thick glasses and 5 computers.) What's the mistaken public assumption, cliché or stereotype for your audience/industry/company?*
- *What's at stake if people don't improve or change or continue to do their job well? i.e. Why does their job and what they do really matter?*
- *What is the urgency?*
- *What is the "nobility" behind the work your people do? What is the difference your people feel they are making?*
- *Who are your key competitors (if any)?*
- *Are there any topics I should avoid? I'd never talk about politics or religion or anything inappropriate - of course not. But are there any sensitive items such as a specific competitor, regulatory burden, initiative from the past, etc. that could be distracting rather than helpful? Any land mines to avoid?*
- *What do people complain about? Items specific to your organization will produce humor (i.e. the data system is down again, the ongoing construction, the parking lot being too far away, the new ID badges, etc.)*
- *At the end of my program, are there 2-3 specific individuals/departments/groups you would like me to thank from the platform? If so, please list:*
- *Were there any performance "bits" or elements that you saw in my videos or on my webpage that you specifically wanted me to be sure to include*
- *Where do you suspect there might be Hidden Genius in your audience/teams?*
- *A core theme to my work is called "Risk Forward" which means to move forward in spite of a bit of uncertainty; to take steps to innovate, to try something new, to trust one's ideas and instincts, to speak up even when you're not sure if the idea is good. Where and how might this apply to your audience? In what ways would you say it's important for the people in your audience to Unlock their Hidden Genius and Risk Forward®?*
- *What's at stake if people DON'T?*
- *On a scale from 1-10, my goal is to deliver an 11. Imagine I walk off stage and you high five me say, "WOW... that was an 11!!!" What does an 11 look like in your mind?*

Customized Comedy for Your Group

“A Day In the Life Of” (aka – The Conveyor Belt)

Please list (in order from morning to end of day) approximately 10 specific daily activities in the typical workday of your attendees. Examples are below. It's particularly fun to include acronyms. Feel free to list as many as you want.

NOTE: *If your audience is completely varied with people from many different organizations/companies, levels or divisions and thus there won't be specific acronyms, words or daily business items they have in common, just write N/A*

EXAMPLES:

HOSPITAL MANAGEMENT GROUP

Administrative Rounds, Meet w/ angry physicians, Meet w/ angry patients, Ground Breaking, Ribbon Cutting, Check email, Attend Webinar, Check census, Attend Month-End Call, Check Press Ganey scores, Deal with Surprise State Inspection

STARBUCKS

Check AIM, See accounts, Check TREO, Return email, “Customer touches”, Installs, “One with One” calls, Prepare Coffee tasting, Call Sysco MA, TSM, RSM, ASM, ASR, Enter data into AIM, Make notes for PDP Goal

10-15 specific “conveyor belt day” items for this audience:

Personal Guest to Watch

Is it alright for a personal guest of mine to watch my presentation?

Resource Materials

To extend the value of your investment and continue the learning experience, we have various resource materials: Online training, follow up video series (5-minute videos delivered 1x/week for 12 weeks, books, etc.

Would you like to know more about any of these gift and educational opportunities?

If yes, who is the best person to contact about this?

Looking forward to helping you create a memorable event!

Victoria