



**Diane Ripstein**  
sound as smart as you are

Keynote Speaker  
Executive Coach  
Communications Consultant

## Pre-Program Questionnaire

Great planning leads to a great event. Help us ensure your success.

Company/Organization:

Name:

Mailing Address:

Website:

Preferred Date Program:

Preferred Date Program (2<sup>nd</sup> choice):

Primary Contact Person (pre-event):

Name:

Title:

Office phone:

Cell phone:

E-mail:

Primary Contact Person at Event (if different from above):

Name:

Title:

Office phone:

Cell phone:

E-mail:

## Overview

WHO you are, WHAT you do, and WHY you do it. Of course, we'll review your website, but your personal thoughts are extremely helpful:

Primary product or service:

Target market:

Key benefits you offer your customers/members:

Unique features of your products/services:

Major competitors/challenges:

## Event Information

What is your theme or focus?

What happens immediately BEFORE Diane's presentation?

What happens immediately AFTER Diane's presentation?

Any pre-event meetings or dinners you want Diane to attend?

What speakers have you had in the past?

Who else is speaking at this event?

## Audience Profile

Number attending: \_\_\_\_\_, \_\_\_\_% male \_\_\_\_% female

Average age range: \_\_\_\_\_

Who will be attending (i.e., executives, managers, employees, customers, clients)?

What else should Diane know about this audience?

## Diane's Program

What are your three most important objectives for Diane's presentation?

- 1.
- 2.
- 3.

What ideas/skills do you want your group to retain from Diane's presentation?

Rank in order of importance (1 most – 3 least) to your audience:

- content
- entertainment
- motivation

Naturally, Diane will focus on Communications. Circle what else you would like her to weave into her presentation:

Inspiration Leadership Teamwork Change Laughter Motivation Strategy

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

Please return this form to:  
[manager@dianeripstein.com](mailto:manager@dianeripstein.com)

or mail to:  
Diane Ripstein  
84 Forest Street  
Watertown, MA 02472

## Questions?

Please feel free to call us at 617-312-7074.

## Thank you.

We are looking forward to a Great Event.