



JAY MCGOWAN PRE-PROGRAM QUESTIONNAIRE

This questionnaire enables Jay to increase the value of his presentation. Please answer all relevant questions, skipping over any that may not apply due to the nature of your program. Your response to these questions is the first step. Upon receipt, we will contact you to set up a pre-conference call to ensure that Jay understands your objectives for his appearance.

We appreciate your time and attention to these details.

Once completed, please scan and email to:
Global EnterTrainment LLC at info@globalentertrainment.com
If you have any additional questions, please call 321-231-2720

THE EVENT

- Name of organization: _____
- Address of organization: _____

- Phone: _____ Fax: _____
- Email: _____ Website: _____
- Company Slogan: _____
- Presentation/Program Specifics and Objectives:
• _____
- Name of event (annual, quarterly, sales training, etc.): _____

- Event Date(s): Begins: _____ Ends: _____
- Event location: _____
- Conference/Program Theme: _____

JAY MCGOWAN'S PRESENTATION

- Date that Jay is speaking: _____
- Start time of presentation: _____ Length of presentation: _____
- Room in which Jay is speaking: _____
- Event function: General Session Breakout Keynote
Luncheon After Dinner Other _____
- What happens immediately before Jay speaks? _____
- What happens immediately after Jay speaks? _____
- Jay's presentation topic: _____
- Name of person introducing Jay: _____
- Best date and time for Jay to do AV check: _____
- Speaker's attire (Jay's normal attire is business suit and tie): _____
- What are the three most important objectives for Jay's presentation?

- Are there any sensitive issues that should be avoided?

AUDIENCE PROFILE

- Approximate number of attendees: _____
- Are spouses invited? Yes No
- Percentage of males/females: _____
- Average age of audience: _____
- Who will be attending (i.e., executives, managers, employees, customers, clients, etc.)? _____
- List the top challenges of your organization:

- In what way do you expect Jay to address those challenges?

GENERAL BACKGROUND INFORMATION

- Who are your primary competitors? _____
- What is your unique selling point? _____
- What is the primary product and/or service your organization provides?

- Who is your organization's target market? _____

- _____
How do you refer to your customers (i.e. customer, patient, client, buyer, etc.)?
- _____
Is there any jargon that Jay should be familiar with (acronyms, titles, etc.)?
- _____
In the last year, what has been the most significant change that your industry has faced? _____

LODGING

- Name of hotel: _____
- Address of hotel: _____
- Telephone: _____
- Confirmation # for Jay's reservation: _____
- Date(s) of lodging: _____

AIR TRAVEL

Jay will be responsible for his airline reservations. Client will be notified once flights are confirmed.

- Nearest airport: _____
- Distance to hotel from airport: _____

GROUND TRANSPORTATION

- Distance of nearest airport to hotel: _____ miles
- Ground transportation upon arrival in host city (from airport to hotel):

Taxi	Shuttle Service	Arranged car or limo service
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 - If hired car, name of transportation company: _____
 - Telephone contact in event of emergency: _____
 - Confirmation #: _____
- Will driver meet Jay at baggage claim or curbside? _____
- Ground transportation from hotel to venue (if different from hotel):
 - Time of pick-up from hotel: _____
- Ground transportation upon arrival in host city (from airport to hotel):

Taxi	Shuttle Service	Arranged car or limo service
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 - If hired car, name of transportation company: _____
 - Telephone contact in event of emergency: _____
 - Confirmation #: _____

KEY CONTACTS

These contact numbers (cell phones and on-site professionals) are to be used in case Jay has a question or concern or in the event of an emergency the day before or the day of the event.)

- Primary contact:
 - Name: _____ Title: _____
 - Office phone: _____ E-mail: _____

- Primary **on-site** contact:
 - Name: _____ Cell _____
 - E-mail: _____

- Secondary **on-site** contact:
 - Name: _____ Cell _____
 - E-mail: _____