

Please complete this pre-event questionnaire as soon as possible and mail or fax to:

Steven Gaffney Company
5459 N. 22nd St.,
Arlington, VA 22205

FAX: 1-703-241-7799

BACKGROUND DETAILS

Organization's name and address: _____

Event title: _____

Event location: _____

Phone: _____ Fax: _____

Event dates: Begins _____ Ends _____

Date Steven is presenting: _____

Exact start time of Steven's program: _____ End time: _____

Additional Breakout: Start time: _____ End time: _____

Room/Hall where Steven will speak: _____

Event Type: General session Breakout Luncheon Other: _____

HOTEL & TRANSPORTATION DETAILS

Hotel name: _____

Confirmation number #: _____

Hotel address: _____

Hotel phone: _____ Hotel Fax: _____

Approx. distance from hotel to event location (time/miles): _____

Steven will coordinate his own airline arrangements (unless otherwise agreed upon). Please indicate the nearest airport with flights to your event location: _____

How should Steven get from the airport to the hotel? _____

How should Steven get from the hotel to your event? _____

Name of representative meeting Steven: _____ Contact cell phone: _____

Where will they meet Steven? _____

Arranged car or limo service (name & phone): _____

Car service name: _____ Phone: _____

Taxi/Shuttle service: _____ Phone: _____

PRIMARY CONTACT PRIOR TO EVENT

Name: _____ Title: _____
Office phone: _____ Cell phone: _____
Fax: _____ E-mail address: _____
Home phone: _____

PRIMARY CONTACT AT EVENT (IF DIFFERENT THAN ABOVE)

Name: _____ Title: _____
Office phone: _____ Cell phone: _____
Fax: _____ E-mail address: _____
Home phone: _____

EVENT & AUDIENCE PROFILE

Please provide a brief description of your organization: _____

Who is your organization's target market? _____

Who will be attending (managers, employees, customers, clients)? _____

What is the product or service offered by participants? _____

Number expected to attend: % male: _____ %female: _____
Average age: _____ Age range: _____

What are the names and titles of your top executives who will be attending this event?

Who are your primary competitors? _____

What kind of year did your group have last year? _____

What do you expect for your group in the coming year? _____

What have been some of the significant changes faced by your industry in the last 12 months?

What is the theme or point of this year's event? _____

What is the specific purpose of your gathering? _____

What are your most important outcomes for Steven's program? _____

Are there any sensitive issues that should be avoided? _____

What is scheduled just before Steven's presentation? _____

What is scheduled immediately after Steven's presentation? _____

Who will be making Steven's introduction? _____

Do you have a copy of Steven's introduction? _____

AUDIO/VISUAL NEEDS

The only audio/visual requirement Steven has is a wireless hand-held microphone or headset. Will this be provided? YES NO

Steven does not use a podium. If there is one on the stage, please have it moved to the side or back prior to his program so he has clear use of the stage.

If you have additional questions about the set-up of the stage, please call our offices toll-free at
1-877-6-HONEST.