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**McLauren & Associates**  
**Helping companies to increase productivity through diversity**

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**Pre-Program Questionnaire**

In order for McLauren Associates to work most effectively with you at your meeting, we request the following information. Our goal is to personalize the presentation to meet your specific needs. We want the audience to feel we are a part of your team.

Please answer as fully as possible.

ORGANIZATION \_\_\_\_\_

APPEARANCE DATE \_\_\_\_\_

Please return to:

**McLauren & Associates**  
**3169 Royal Court, Abbotsford,**  
**BC V2T 4J6 Canada**

**Fax: (604) 557-0246**

No later than \_\_\_\_\_

THANK YOU. Your help will increase the value of our program to the audience.

Keynotes, Seminars & Consulting

Helping companies to increase productivity through diversity

1. What is the conference theme?

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2. What are the specific goals for this meeting?

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3. What are the specific objectives for my presentation?

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4. What is the time for my presentation?

Start \_\_\_\_\_ End \_\_\_\_\_

5. If I could wave a magic wand and help your group does one thing better in your business, what would it be?

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6. Is there good news/bad news about your organization that I should/ should not include in the presentation?

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7. Will the session be audio taped? Video taped?

Whom should I contact to obtain a master copy of the tape?

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8. What takes place immediately before and after my presentation?

Before \_\_\_\_\_ After \_\_\_\_\_

9. What is the name and title of my introducer?

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10. List the names and titles of the three top people in your organization who will be attending the meeting?

1. Name \_\_\_\_\_ Title \_\_\_\_\_

2. Name \_\_\_\_\_ Title \_\_\_\_\_

3. Name \_\_\_\_\_ Title \_\_\_\_\_

11. Audience demographics

Number attending: \_\_\_\_\_

Percentage of men: \_\_\_\_\_ women: \_\_\_\_\_

Number of those attending who have been with the organization (approx.)

0 - 5 years \_\_\_\_\_ 5-10 \_\_\_\_\_ 10-20 \_\_\_\_\_ 20+ years \_\_\_\_\_

12. What are the major job responsibilities and positions of those in the audience?

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13. How has business been in the last twelve months?

Excellent \_\_\_\_\_ Good \_\_\_\_\_ Fair \_\_\_\_\_ Poor \_\_\_\_\_

14. What are the major challenges or problems facing your organization?

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15. Will there be any opportunity or location available after the program for product to be available for purchase? This opportunity will be tastefully and professionally handled? Yes \_\_\_\_\_ No \_\_\_\_\_

16. What is the meeting room set up?

Theater \_\_\_\_\_ Banquet \_\_\_\_\_

17. Logistics

Meeting Location: \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

Closest airport \_\_\_\_\_

18. Please make any other comment you feel will enhance the presentation

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**Thank you for your help. We look forward to this meeting with great enthusiasm.**