

# **Pre-Program Questionnaire**

Please answer as many or as few of the following questions as you desire. But remember... the more you answer, the better customized the presentation will be. Questions may be answered in handwriting, typed, or email. Your choice!

# **BILLY RIGGS**

## **The Attitude Dude!**

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# Essential Information

Your name and Title: \_\_\_\_\_  
Name of your organization: \_\_\_\_\_  
Work Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Mobile Phone: \_\_\_\_\_ Home Phone: \_\_\_\_\_  
E-mail address: \_\_\_\_\_  
Website: \_\_\_\_\_  
Date of program(s): \_\_\_\_\_  
Desired *length* of program(s): \_\_\_\_\_

## Motivation & Magic programs you would like Billy Riggs to give:

The Power of a PMA (Positively Magical Attitude!)	Start time: _____
Positively Magical Selling! (for salespeople)	Start time: _____
Positively Magical Service! (for employees)	Start time: _____
Positively Magical Service! (for managers)	Start time: _____
How to Achieve the Impossible! (for leaders)	Start time: _____
The Magic of Education (for teachers and staff)	Start time: _____
The Magic of Believing (for students)	Start time: _____
Grand Illusions (for all)	Start time: _____
No Illusions about Network Marketing (multilevel)	Start time: _____
Other: _____	Start time: _____

## Speeches & Breakout sessions (little or no magic) you would like Billy Riggs to give:

How to Drive Yourself... without Driving Yourself Crazy	Start time: _____
How to Start an Epidemic... Without Becoming a Plague	Start time: _____
Metamorphosis!	Start time: _____
Why You Do the Things You Do (and How To Stop Doing Them!)	Start time: _____
How to Read Your Client's Mind	Start time: _____
Other: _____	Start time: _____

No. of attendees anticipated at presentation: \_\_\_\_\_

What is the appropriate dress for those *ATTENDING* Billy's presentation?

\_\_\_\_\_

Will you be using IMAG (Image Magnification, projecting a live image of the presentation on huge screens to aid visibility)? \_\_\_\_\_

If yes, email address of camera operator so Billy can send video cues in advance: \_\_\_\_\_

What do you prefer Billy wear? (Note: In illusion shows, costume options are not very flexible.) Circle one:

Casual, Business Casual, Suit & tie, Tuxedo

Are you giving attendees matching shirts you would like Billy to wear?

\_\_\_\_\_  
*(If so, please mail him a size large before the event and he will try to incorporate it into his attire for the show... but no promises!)*

## Hotel Information

Which airport should Billy fly to? \_\_\_\_\_

Driving time from airport to hotel? \_\_\_\_\_

What is the next-to-nearest airport? \_\_\_\_\_

How should Billy get to the hotel? (Circle one)

Drive own car      Rent car      Taxi      Hotel Shuttle

\_\_\_\_\_ (name) will meet him. Mobile Phone #: \_\_\_\_\_

Any special instructions: \_\_\_\_\_

Hotel name and address: \_\_\_\_\_

Hotel phone: \_\_\_\_\_ Hotel fax: \_\_\_\_\_

Room in which the presentation will be held: \_\_\_\_\_

Name and phone # of your hotel contact: \_\_\_\_\_

**If the performance venue is different from the hotel where Billy is staying, please fill out the following:**

Name of performance venue: \_\_\_\_\_

Complete street address: \_\_\_\_\_

Name of contact at performance venue: \_\_\_\_\_

Phone number: \_\_\_\_\_ Email address: \_\_\_\_\_

Room(s) where the presentation will be held: \_\_\_\_\_

Facility fax: \_\_\_\_\_  
Driving time from hotel to facility: \_\_\_\_\_ Distance in miles: \_\_\_\_\_

## Your Event/Function

What is the official name of your event? \_\_\_\_\_  
What is the specific purpose of this event?  
\_\_\_\_\_  
\_\_\_\_\_

What is your event theme? \_\_\_\_\_  
Why did you decide to hire Billy, as opposed to another speaker?  
\_\_\_\_\_  
\_\_\_\_\_

How would you describe your attendees' attitude toward the event? (circle any that apply)

Eager to learn Willing to Learn A welcome, fun excuse to get out of work  
Apathetic Dread Only gets them further behind in their work

When does your convention/event begin?

Date: \_\_\_\_\_ Time: \_\_\_\_\_

When does it end? Date: \_\_\_\_\_ Time: \_\_\_\_\_

What takes place immediately before Billy's presentation?  
\_\_\_\_\_

What takes place immediately after Billy's presentation?  
\_\_\_\_\_

Whom should he contact when he arrives at the hotel?  
\_\_\_\_\_

Who (from your group) is in charge of set-up in the room where the presentation will be held? \_\_\_\_\_

Will spouses be invited to the presentation? \_\_\_\_\_

Will there be any children in the audience? No \_\_\_\_\_ Yes \_\_\_\_\_ How many? \_\_\_\_\_

What is the male/female ratio? \_\_\_\_\_ What is the average age? \_\_\_\_\_

Age range? \_\_\_\_ to \_\_\_\_

What is the average income level of the audience? \_\_\_\_\_

Income range? \_\_\_\_\_ to \_\_\_\_\_

What is the average education level of the audience? \_\_\_\_\_

Education range? \_\_\_\_\_ to \_\_\_\_\_

Please list the major job titles and responsibilities of those in my audience:

<b>% of Audience</b>	<b>Titles</b>	<b>Responsibilities</b>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Please name the highest-ranking people attending your event (those whose names you want Billy Riggs to recognize and remember):

<b>Name</b>	<b>Title</b>
_____	_____
_____	_____
_____	_____

## **Your Mission**

What is the primary mission of your organization?

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How big is your organization?

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Describe the typical person being reached by your group:

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Is/Are your location(s) primarily rural, suburban, or inner city??

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How ethnically diverse or homogenous is the target group?

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Is there anything else Billy should know about your organization?

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Will the audience be made up of people who are employees of your organization, volunteers within it, or beneficiaries of it?

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## Past Meetings

As you reflect on past meetings, what have speakers done that you really liked?

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What have they done that you disliked?

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Which speaker has been the best and why?

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## Your Values

What are the organization's highest values?

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Are there any insider clichés, sayings, phrases, inside jokes, or jargon that Billy may be able to use to relate to the audience?

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Are there any job titles that are unique to your organization, and if so, what are they responsible for?

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## Billy's Presentation

What is your primary goal for Billy's presentation?

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When my presentation is over, how do you want the audience to *feel*?

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Are there any sensitive issues that he should avoid?

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Are there any issues that you would specifically like Billy to address?

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What are the primary areas your staff are struggling with now (in the present)?

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What is the worst thing that has happened to or in your organization in recent memory?

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The best thing? \_\_\_\_\_

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Is there anything that is particularly worrisome (looming in the future) to your people right now?

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What are some areas in which your people might feel inadequate to meet demands?

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What are the most significant changes taking place in the organization or it's target group?

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List the most common challenges faced by people in my audience, if not already covered above.

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