

# BLUE + LINEN Workshops

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## Pre-Workshop Questionnaire

We want to make this experience as personalized as possible. By filling out the questionnaire below, you will help us tailor the program to your exact needs, and, as a result, provide more value to your group.

**NOTE:** Please provide any additional information at the bottom of this questionnaire that you feel will help Morgan best understand your audience, program needs, and event goals. Additionally, please enclose any print materials, Web addresses, or other collateral about your organization or how this event has been promoted to educate Morgan about your group.

**MAIL COMPLETED QUESTIONNAIRE TO:**

Morgan Leu Parkhurst  
Blue & Linen  
2200 NW 159<sup>th</sup> Street  
Suite 400, PMB 335  
Clive, IA 50325

Questions? Call Morgan at 515.770.9863

Your Name:

Title:

Organization:

Phone:

\*Best time for Morgan to contact you (please include time zone):

Fax:

Email:

Website:

## YOUR WORKSHOP

1. What is the main purpose of your overall event?

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2. What type of meeting is it? (annual meeting, awards ceremony, members-only meeting, program kick-off, etc.?)

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3. What type of speaking engagement do you want Morgan to fulfill? (Please mark one)

<input type="checkbox"/> Full-day Seminar	<input type="checkbox"/> Half-day Seminar	<input type="checkbox"/> Opening/closing Topics
<input type="checkbox"/> Keynote	<input type="checkbox"/> Breakout Session	<input type="checkbox"/> Breakfast Meeting
<input type="checkbox"/> Luncheon	<input type="checkbox"/> Dinner Meeting	<input type="checkbox"/> Other (please specify)

4. Are there other speakers included in the program?

a. If yes, what are their names and topics?

**NOTE:** Please include an itinerary of speakers, times, and topics. *Thank you!*

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5. How long should Morgan plan to speak? What is her start time?

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6. Is there a dress code for this event that Morgan should follow? (Formal, business casual, casual, themed event?)

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7. How will Morgan be introduced to the group? Who will be making the introduction? (Please let Morgan know if you need bio information.)

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8. How does your audience prefer to learn? (use of examples, handouts, partner activities, group exercises, visual aids, etc.?)

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9. What can Morgan provide you to make planning this part of your event seamless?

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## **YOUR AUDIENCE AND THE ORGANIZATION**

1. What is the expected attendance number?

2. What are your audience demographics?

Age range:                      Education level:

Percentage Male and Female:

Please include any other relevant statistics here:

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3. What are your audience psychographics (buyer behaviors, what do they really want from this)?

What industries do they represent?

Are they self-employed?

Work for a non-profit?

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4. Is your audience made up of members, employees, customers, prospects, etc.?

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5. What is the energy level of your audience? (extroverted/introverted, formal/informal, conversational/private, etc.?)

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Are there individuals attending the program who are willing to help facilitate dialogue/exercises?

If yes, please provide their names and telephone #:

1.

2.

3.

6. Why are you bringing Morgan in to speak to your audience?

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7. What keeps your audience members up at night? What do they fear most?

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8. What do your audience members need to get out of this program the most?

What 3 main kernels of knowledge would you like audience members to leave with?

- 1.
- 2.
- 3.

9. What changes have taken place for your audience or within your organization in the last year? (industry developments, government regulation, mergers/acquisitions, downsizing, product/service launches, expansion, etc.)

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10. What successes have you had within the last year?

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11. Describe your organization. What products/services do you sell? Are audience members buyers or sellers of your product/service?

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12. Who are your most direct competitors?

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13. What makes you different than your competitors?

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## **MATERIALS AND EQUIPMENT**

1. Do you want the workshop outlined in Microsoft Office PowerPoint?

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2. Do you want the audience to have handouts, packets, etc.?

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3. What is the room layout and look? (size, lighting, windows, round tables, rows of tables, etc.)

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## LOGISTICS

1. Name, phone number, and address of event location:

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2. Name of meeting room:

3. Who is Morgan's on-site contact? How can this person be contacted?

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4. What are the pre- or post-meeting engagements? Time and place? (designated networking time before/after event, breakfast/lunch/dinner meetings, etc.)

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5. What time should Morgan plan to arrive at the event location?

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6. How did you hear about Morgan? What made you decide to contact her for a speaking engagement?

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