



Ed Barks

Speaker • Author • Trainer

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<http://www.barkscomm.com>

Dear Meeting Planner or Program Chair:

It is important to us, as it is to you, that we customize your program to meet the specific needs of your organization and its team members. This brief questionnaire will help give Ed a better picture of your requirements. Thank you for taking a few moments to complete it and return it to us at your very earliest convenience. You may fill in this form electronically and send it to us by clicking on the "send" button at the bottom of this page. Or you may print the form and fax it to Celeste Heath at (540) 955-1038. If there are certain issues you wish to discuss with Ed personally, he invites your call at (540) 955-0600.

You may reach Ed via e-mail by clicking [here](#).

(Please click on each box to fill in this form electronically.)

Your Meeting

Name of your organization:

Web site address(es):

Meeting Date:

Meeting location:

Specific start and end times of Ed's remarks:

Working title of Ed's session:

What is the purpose or theme of this meeting (annual meeting? Educational forum? Employee development?)?

How will you measure the success of this meeting?

What are two or three of the biggest challenges facing your organization?

What are two or three of the biggest opportunities facing your organization?

What are the biggest challenges facing your industry?

How can Ed's presentation help you rise to the challenges and take advantage of the opportunities?

What are two or three of your organization's most recent accomplishments?

What industry jargon or buzzwords should Ed know about?

Are there any issues or people Ed should absolutely, positively *not* mention during his talk?

What is on the agenda immediately *before* Ed speaks?

What is on the agenda immediately *after* Ed speaks?

Who will introduce Ed?

Please provide that person's phone number and e-mail address:

Is attendance at Ed's presentation mandatory for audience members?

What specific knowledge do you want audience members to retain?

How many people do you anticipate will attend?

In general, what are the demographics (percentage of female vs. male; average age range, etc.):

Percentage of senior executives attending? Managers? Supervisors?

Will spouses be attending?

Dress code:

Who were your speakers at past meetings of this type?

What did you like or dislike about those speakers?

Tell Ed the three most important things he needs to know about this audience:

What else does Ed need to know in order to custom-tailor your program?

Travel Logistics

Will Ed stay at same hotel where your meeting occurs?

Confirmation number for Ed's room (please bill his room to your master account):

Will you make airline reservations or do you prefer that Ed book his own travel and bill you?

How will you transport Ed from the airport to the event?

If Ed runs into any unavoidable problems or emergencies on his way to your program, who should he contact?

Name:

Business phone:

Cell phone:

Home phone:

Materials

Please send Ed a copy of your full meeting agenda, along with your brochure, flyer, newsletter, and any other materials that can help him tailor the program to meet your specific needs.

Furnish Ed with the names, e-mail addresses, and phone numbers of five or six people you expect to attend his presentation. This allows him to fully customize your program. He will contact them with them a few questions so that he can gain even more insights about your organization.

Your name:

Title:

Telephone:

E-mail:

Address:

City:

State:

Zip: