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PLANNING & **BRIEFING SURVEY**

This comprehensive Briefing Survey is designed to ensure our training and conference presentations meets your exact requirements and bring you the results you are looking for.

You may not want to answer all questions. Not all the questions may be relevant to your particular conference or seminar but they will help in planning the success of your programme.

What you will find at the end is not only will you have a comprehensive Briefing Programme, but you will probably also get even clearer on the Conference Programme too.

If you have any questions please give us a call on **1800 625 669**.

The key areas we need in our tailoring are:

- **Audience demographics**
- **Desired Outcomes**
- **Company background and challenges**

PLANNING & BRIEFING SURVEY

SECTION I

1. Theme of Seminar or Conference.

2. Outcomes and Results you are looking for.

SECTION II

Audience Demographics

3. Age ranges: _____

4. Sex mix of audience: _____

5. Positions in company/businesses : _____

6. Turnovers of businesses: _____

7. Income ranges: _____

8. Education Levels: _____

9. Previous exposure to training/conferences: _____

Audience Psycho-demographics

10. How would you describe the audience in general
(Rate 1 = low to 5 = high)

outgoing ___ conservative___ playful ___ serious ___
analytical ___ adventurous ___

11. Which speakers have they thoroughly enjoyed in the past?

12. What specifically about those speakers and their style did they like?

13. Could you provide me with the names and contact details of 2 or 3 of
the participants so I can contact them to get further insight and
briefing.

SECTION III

COMPANY BACKGROUND

14. What is your company unique selling point?

15. What is it that makes you different from your competitors?

16. Who are your competitors?

17. What has been your sales pattern over the past 2 - 5 years?

18. Could you please provide me with a company brochure or company annual report and other literature?

19. What is your organisational chart?

20. What has been your financial pattern over the past 3 - 5 years?

21. What are the key challenges you have dealt with in the past 5 - 10 years?

22. What are the key challenges you are dealing with now?

23. What are the key challenges and opportunities available to you over the next 2 - 5 years?

24. Do you wish to deal with some of these at the conference, if so, which?

25. Who are some of the personalities or characters in the room from the company?

26. What are some funny recent events that have occurred in recent times?

27. What are 5 key things that cheese your people off, things that annoy your people?

28. How did you hear of Leigh Farnell?

29. What systems you have in place to develop repeat business and referrals?

30. Do you propose leaving the participants with momentos of the conference, if so, what?

31. What notes or handouts do you wish to leave participants with?

32. Do you wish to receive a follow up report with recommendations from Leigh Farnell as to further action on some of his key themes?

33. Would you like your participants to take away some of Leigh Farnell's products and materials that support the conference topic?

34. What are some of the key points you would like Leigh Farnell to make to this group if you were running the session?

35. If you were running the session, what would be some of the key points you would want to make, to make a difference?

36. What peculiarities are there to your industry that I need to be aware of?

37. What kind of travel and lifestyle do your people lead?

38. What training have they had in this area in the past?

39. What percentage of the audience have had this level of training before?

40. Will there be somebody to help me carry my gear and set the room up?

41. Will there be someone to help strike the room and take the room down?

42. Will car parking be arranged, if so, where?

43. What are the dress requirements required in relation to functions on either side of the speaking engagement?

44. What is the weather like at that time of year in that part of the world?

SECTION IV

PROGRAMME LOGISTICS

45. Structure or Agenda of programme to date.

46. Who will be chairing/Emceeing the programme?

47. How will you keep people to time?

48. What is the venue?

49. What size is the venue?

50. What is the room size?

51. How will the staging area be lit?

52. Room setup / seating layout

53. What audio facilities are available? - CD, Microphones, Tapes, etc...

54. How can music be played in the venue?

55. What are the food and drink requirements at the conference?

56. Will you be providing vegetarian and “healthy” food?

57. Have you allowed for healthy, high energy food being available?

58. Are participants staying in the Hotel or are they coming in from somewhere else?

59. What is the proposed process or agenda that you propose to run over the period of the conference?

60. How do you propose to open the conference?

61. How do you propose to close the conference to leave the people on a high energy, committed-to-action theme?

62. What do you want people to take away from the conference?

Thank you for taking the time to consider and answer the relevant questions to your conference.

I hope it has helped you with your planning as much as it will help me..

Together we will make your conference an outstanding (and outrageous) profitable success....

**Fax your responses to 61 89385 9754 or
email leigh@leighfarnell.com**

Feel free to phone at any time for more information or help in making your programme a great success to 1800 625 669