



Litzinger Career Consulting

Audience Questionnaire

**Meeting planner to complete and return
at least two weeks prior to program.**

How did you choose the topic you requested?

What is the mission/philosophy statement of your company/organization?

What are your primary products and/or services? Key divisions?

Do you have any key phrases you often use?

What is the make-up of the audience? Please include typical job titles.

What are your overall goals for the program?

What are issues that your people face that relate to this topic? Please give a few examples.

What are some situations where people will be on business lunches or dinners?

What are the top three objectives for this program or actions you would like people to take?

Are there any buzzwords or messages that you would like Karen to reinforce?

What else should Karen know to help meet your objectives for this program?