

# Traci Brown: Pre-Program Questionnaire & Organizer

We are very excited you've chosen Traci's program. This questionnaire will help make your event FUN, MEMORABLE and STRESS-FREE for you.

To help Traci make your program extra special and give it that custom fit, these questions will really help! Although it may remind you of final exams...there are no right or wrong answers! Please answer all of the questions that are applicable. The more information Traci has, the better your program will be (no pressure, but it's all on your shoulders now!)

If you have any questions or if you want to purchase the answer key for this exam, don't hesitate to call our office at 303-956-3693 or shoot us an email at [traci@tracibrown.com](mailto:traci@tracibrown.com).

## 1. Name of Organization or Group

## 2. Date of event

## 3. Your Name

## 4. Your Email

## 5. Program Main Contact Person

Address

e-mail

Business phone

cell phone

Home phone

*(note: cell and home phones are for emergencies only)*

## 6. Program Back-up Contact Person

Address

e-mail

Business phone

cell phone

home phone

## 7. Meeting Location

Address:

Conference/meeting room name

Type of room(meeting room, auditorium, other)

The logo for Traci Brown, featuring her name in a large, elegant, cursive script.

Body Language Expert • Keynote Speaker  
Champion Athlete

303.956.3693 • [traci@tracibrown.com](mailto:traci@tracibrown.com) • [bodylanguagetrainer.com](http://bodylanguagetrainer.com)

## ABOUT THE TALK

8. Is this program scheduled around a meal?

9. Preferable Attire:

10. Is there a theme to the meeting? If so, what is it?

11. What is the theme, vision statement, or driving philosophy for the year? Any important themes that you want reinforced?

12. How long is the overall meeting or conference?  
(2 days? ½ day? 6 months?)

13. Specific time of Traci's program

Start

End

14. Will there be other speakers? What are their names?

15. What topic will they be speaking on? (Traci will try and tie things together)

16. Estimated number of people expected in audience

17. Male / Female Ratio

% Male

% Female

18. Average age of participants

19. How will the room be set? Round tables, classroom style, etc.

20. Are there any subjects that may cause stress (things I should avoid bringing up)?

21. Name of the Big Cheeses (President, CEO's/Manager's/Boss's) and titles?

22. Will he/she be attending program?
23. What do the folks, attending this event, do? Repair something? Sell? Deal directly with customers?
24. What would you like Traci to accomplish at this event?
25. What do you want to hear people saying as they leave Traci's program?
26. Why did you select Traci for this event (aside from desperation and no other speakers being available)?
27. What are the 3 biggest critical factors (your attendees face professionally)? New processes to learn? Major re-org? Too many deadlines not enough time? Any other very specific factors that Traci can incorporate?
28. Are there inside jokes that may be funny to weave in? What are they?
29. Just like asking a friend to tell your kids something you want them to hear; is there anything specific that you would like for me to "be sure and say?"
30. Which Speakers have you used in prior years or programs?

## RESOURCES

1. Many clients would like to provide a learning resource, such as a book, to extend Traci's message beyond the event itself. Would you be interested in learning more about this?

Most clients want Traci to make her book available to for attendees to purchase after the program. (Traci will never sell from the platform. She will just mention that they are available.)

2. Would you like to provide Traci a table to sell these resources?

If Traci does set up a table, can you provide a volunteer or two to help her staff the table during and after the presentation?

Traci often contacts people who will be attending the event to ask if they'd like to hear about anything specific. And she publishes a monthly e-newsletter filled with thoughts, Inspirational Stories and Tips to help folks at work and home.

▶ To Subscribe your group, simply send a list of names and emails to [traci@tracibrown.com](mailto:traci@tracibrown.com)

Note: The only Spam I believe in is served in Hawaii for lunch. I will never sell or share emails. Your group members can easily unsubscribe.

## ORGANIZATIONAL STUFF

▶ Please send any promotional literature or brochures that you will be using for this event to Traci Brown, 2875 Dover, Boulder, CO 80305 or e-mail me the promotional website.

▶ Please make arrangements for Traci to have access to the room at least 45 min prior to program start time for set up.

▶ Please supply the following materials: **LCD projector, viewing screen, sound to the computer, lapel mic, handheld mic**

▶ Program handouts (if any) and a presenter introduction will be e-mailed to you. Please make enough copies of the handouts for all participants.

## PROMOTIONAL MATERIALS & PRODUCTS

Is a promotional write up from Traci requested for this event? If yes, how many words and to whom will it be sent?

Would you like Traci to provide an article for your newsletter?

▶ If yes, please contact Traci to discuss a topic.

Do you need Traci to provide a high resolution picture of her for promotions?



*Traci Brown*

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