**Jason Kotecki’s Pre-Program Questionnaire**

We want to create the perfect program for you and your organization. This questionnaire will help us put together something that will best meet your objectives and wow your people. We want to make sure that everything goes as splendidly as possible!

Please complete all applicable information, keep a copy for your records and email the completed document to Kim at your earliest convenience. ([kim@escapeadulthood.com](mailto:kim@escapeadulthood.com)) Thank you for your attention to detail!

Kim and Jason

**ABOUT YOU:**

Organization name:

Event name:

Event date(s):

Specific date Jason is speaking:

Name and title of person completing this form:

Office Phone:

Cell Phone:

Email:

Your mailing address:

Emergency contact on the day of the event:

Emergency phone on the day of the event:

Who should Jason contact to notify you of his safe and timely arrival?

Phone number:

Please check preference:

\_\_\_\_ phone call

\_\_\_\_ text

Website for the group:

Website for the event:

Twitter hashtag for event:

Facebook page for event:

Program sponsor(s):

How did you hear about Jason?

Would you like to receive our weekly Insider email - a fun letter from Jason each week featuring his delightful artwork and simple instructions for creating a life with less stress and more success?

\_\_\_ Yes, email address to subscribe:

\_\_\_ No thanks!

**THE AUDIENCE**

Is this a specialized group? Please explain titles and roles of attendees.

About how many audience members do you anticipate in Jason’s program (*Please note: we’re asking for attendance in his program versus the attendance of the entire event.*)

Percentage of males/females:

Average age of group:

Please list the three most important things Jason should know about this group:

What are the top challenges faced by those in the audience?

What are the most significant events that have occurred in your industry or group recently?

Top people to recognize/acknowledge in the audience (please include name, title, reason):

Please list any in-house or marketing-specific language, jargon, phrases, or words applicable to your group that might be incorporated into Jason’s program.

Would you like the audience to take our anonymous three question survey online, in order for Jason to customize his content directly to their needs? If so, we will provide you with the link to pass along. (Kim can explain more details about this.)

**THE PROGRAM**

What type of program is it? (annual, quarterly, monthly)

What is the theme of your program? What does it mean to your group?

Title of Jason’s program:

What is the exact time frame of this presentation?

What takes place immediately before and after the presentation?

What time would you suggest for an arrival time? Set-up time?

Will Jason have access to the room before everyone is in it or will he be arriving to a room where programming is already happening?

If the start time should get delayed for any reason, which of the following two statements is true:

Choose one:

1) We want you to shorten the program to get us back on schedule to the intended ending time.  
2) We want you to do the full program and we accept the ramifications of the fact that you'd be  
 finishing after the time we originally expected.

Who will introduce Jason? (name and title)

What are your specific objectives for this presentation and goals for your audience?

How do you want people to feel after Jason has spoken? Are there any seeds you would like him to plant?

If we were to get together one year after the program, what would have to happen for you to feel that Jason was the best speaker you’ve ever hired?

Are there any sensitive or controversial issues, words or phrases that should be avoided?

Who are the other speakers on the program (if any)?

What professional speakers have you used in the past? What did you like/dislike about their performance?

Who was this group’s all-time favorite speaker and why?

Jason would like to distribute handouts prior to his program. He will bring them with him. Will there be a host to help pass things out? If so, who?

**PRODUCTS**

Will Jason be offering products for sale after the event?

*(Please note: He is VERY sensitive about NOT self-promoting during his program.)*

Where do you suggest putting the autograph table for post event sales? Choose one:

*(Please note: Jason will need one 8-ft. table or two 6-ft. tables.)*

1) We'll have one in the back of the room.  
2) We’ll have one in the hall outside the room.

Are you pre-purchasing products - books, art, Marty penguins, etc.? (They are great for door prizes, awards/recognitions, thank you gifts to the conference committee/volunteers/vendors/sponsors, etc., incentives for early bird signups or completing evaluations.)

\_\_\_ No

\_\_\_ Yes, how many?

Which item(s) are you purchasing:

If yes, who will be receiving the books and how/when will they be distributed?

Would you like the products in-hand prior to the date Jason arrives? If yes, what address and contact should receive the books:

Contact:

Phone:

Address:

**LOGISTICS**

Venue Name:

Address:

City:

State:

Zip:

Name of the room Jason’s program will be located?

Room set-up:

Will there be a stage?

Do you have an LCD projector and screen readily available?

Will Jason be videotaped?

(If so, please note the legal agreement in our contract and ask Kim about next steps.)

Special parking instructions:

What is the nearest major airport to the meeting site?

Distance to meeting site?

If you are providing lodging, please include Jason’s confirmation number:

If you are not providing lodging, do you have recommendations?

**PUBLICITY**

Kim will provide you with a document with Publicity resources, as well as A/V requirements.

If you need something specific not found in that document please indicate your request and we will do our best to help ASAP.

Date needed by:

Name of recipient:

Email of recipient:

We thank you for taking the time to fill out this questionnaire. This will help us to plan the best possible presentation for your group. Please call or email if you have any questions or concerns.

Please send Kim any printed information you feel would best help Jason understand your organization. We would appreciate a copy of all program announcements, flyers, memos, brochures and other promotional materials relating to the presentation.

Please return this questionnaire and all of the materials mentioned above to Kim by email:

[kim@escapeadulthood.com](mailto:kim@escapeadulthood.com)

And remember to please keep a copy of this questionnaire for your records. Thank you!

**For your reference:**

Kim Kotecki’s cell: 608-843-9880

Jason Kotecki’s cell: 608-770-5390

Mailing and Billing Info:

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