

Pre-Conference Questionnaire  
Client Profile

<b>Organization</b>	
<b>Program Dates</b>	
<b>Contact Name</b>	
<b>Title</b>	
<b>Email &amp; Phone</b>	
<b>Website</b>	

**1. What is the purpose of your event/meeting/conference?**

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**2. Describe the target audience (number, age, gender, education level, experience, job functions)**

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**3. What are main goals/concerns/hopes relating to your products/services?**

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**5. What are the biggest professional challenges facing the audience?**

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**6. List additional information that will help us make this a great meeting!**

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**PerformanceMatters**

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