

Pre-Event Questionnaire for Jen McDonough (aka The Iron Jen)

Please complete and return to: Jen@TheIronJen.com

General Contact Information

Organization's Name:

Organization's Address:

Contact Person for this Event:

Title:

Office Phone:

Cell Phone:

Email:

NOTE: Jen will use the cell phone listed above during her travel to your event if she needs to contact anyone in your organization.

NOTE: To contact Jen during her travel to your event, please call 651-600-1214.

Travel Information

1. What are the airports for Jen to consider when flying to this event?

Is there one airport that you would recommend over the others?

2. Please provide information on hotel reservations:

Confirmation Number:

Reservation Dates:

Hotel Name/Website/Address:

Event Logistics

1. Complete address & phone number, website, and name of the location where Jen will be presenting:

2. What are the dates of the event?

Date(s) Jen needs to be at the event?

Webpage with event details (i.e. theme, schedule, etc.)?

3. Is there a dress code or guidelines for appropriate attire?

4. Time frame of Jen's session(s)?

Date(s):

Start Time & End Times:

Amount of time allotted for Jen's presentation(s):

The Audience

1. Approximate number attending:

2. Average length of service in their roles (i.e. under 1 year, 1-5 years, 10-15 years, 15+ years)

3. What are the major roles and/or responsibilities of the audience?

General Information for Content Creation

1. Is there a theme to the event and if so, what is it?
2. Imagine your perfect conference where you help your attendees become their best. What would be 2-3 outcomes you would want to achieve to help your attendees truly become their best?
3. What specific outcomes do you want Jen to achieve during her presentation(s)?
4. Are there any sensitive issues that should be avoided?
5. Are there any specific problems or challenges your organization is facing that you want Jen to address if it fits into her presentation(s)?
6. Are there any positive opportunities your organization/group is experiencing (or close to experiencing) that you want Jen to address if it fits into her presentation(s)?
7. If the attendees are all from the same geographic area, is there something about that area that it's known for? Is there anything going on in the area currently that is a topic of conversation?

KEY INFORMATION for Creating a Winning Program

NOTE: This is the most important page Jen is looking to get feedback on as it will help to create a great program for your group

1. What are some specific PAIN POINTS or STRESSORS that people OUTSIDE your industry or organization may not be aware of?
2. What are some of the attendees' main stressors/challenges (i.e. what keeps them up at night)?
3. What are some of the difficult tasks or responsibilities that attendees face on a regular basis?
4. Is there something that attendees must have patience for on a regular basis?
5. What would a terrible day at work look like?

6. What are some of the hot buttons/stress triggers for:
 - a. Employees/members?

 - b. Leadership/management/officers?

 - c. Customers/clients/patients/community members?

7. Tell me about a great day at work. What would that look like?

8. Is there anything we haven't asked that Jen should be aware of?

Thank you for taking the time to respond to this questionnaire. This information helps Jen design a program that fits your event goals and desires!

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