



Corporate Performance Questionnaire

I strive to customize my show by incorporating information about your group into my routines. My main priority is to present your company and its employees in a positive light while sounding like an insider. I will scour your website and pick your brain on-site, but this preliminary information will help me get started. I appreciate your cooperation.

1. Name of the event?
2. Names and brief descriptions of several of your most popular products or services.
3. Location of your company headquarters?
4. Names of top people in your company that the majority of the audience will know, and (if possible) a funny anecdote about each, or perhaps an unusual hobby.
5. Number of years you have been in business?
6. How the company was started?
7. Describe the make-up of the audience - age, job title, spouses, etc.
8. Names and brief descriptions of several of your competitors (used for research and very light and tasteful ribbing)?
9. What is happening in your industry that the majority of attendees are particularly watching or interested in?
10. What makes a great day for your attendees? What is a nightmare for this group?
11. If there will be an awards ceremony taking place, please list the top three awards and their recipients.
12. Please list any company mottos or slogans used either internally or publically.



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