



*Creating workplaces where people want to be*

## Generation Works Pre-Program Questionnaire

It is very important that we receive as much information as possible about your event so we are aware of logistics and to assist us in customizing our presentation(s). Please complete this form and return it to us as soon as possible, but no later than 30 days prior to your event. If you have any questions, please call Beth Henry at 716-884-4942.

Please send this information to  
Generation Works, 129 Dorchester Road, Buffalo, N.Y. 14213  
or fax to 1-866-390-6131.

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Meeting Date (s): \_\_\_\_\_

Event Name: \_\_\_\_\_

Event to be held at: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Speakers' room name/number at venue: \_\_\_\_\_

If hotel accommodations are different from event venue, please indicate below:

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

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129 Dorchester Road  
Buffalo, New York 14213  
716.874.0999  
FAX 1.866.390.6131

[www.generationworks.com](http://www.generationworks.com)



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Who should make hotel room reservations? Generation Works\_\_\_\_\_ You\_\_\_\_\_

Is there a theme for this meeting?\_\_\_\_\_

What is the main objective for the meeting?\_\_\_\_\_

What is the time frame for the Generation Works presentation? Please be specific:

From \_\_\_\_\_to \_\_\_\_\_ Do you want to include time for Q&A? Yes\_\_\_ No \_\_\_

Is there an event you would like Beth to attend before or after the presentation?\_\_\_\_\_

What company executives are speaking before Beth?  
\_\_\_\_\_

Do you have our audiovisual specifications? \_\_\_\_\_If no, please give us your fax number or e-mail address and we will forward them immediately:  
\_\_\_\_\_

Anticipated room set-up: Rounds\_\_\_\_\_ Classroom\_\_\_\_\_ Theater\_\_\_\_\_

Who will handle the introduction (name, title and phone):  
\_\_\_\_\_  
\_\_\_\_\_

If this a keynote: do you want a handout for your audience? If so, enter your e-mail address here and we will e-mail an original for copying\_\_\_\_\_

Audience demographics: (a) Size \_\_\_\_\_ (b) Men \_\_\_\_\_ (c) Women \_\_\_\_\_

(d) Ages: \_\_\_\_\_ (e) Spouses? \_\_\_\_\_ (f) general description

of attendees: \_\_\_\_\_.

\_\_\_\_\_.



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Appropriate attire for the audience: casual \_\_\_ business casual \_\_\_ business \_\_\_ formal \_\_\_

Will Beth's presentation be audio or videotaped? \_\_\_\_\_

How did you hear about Generation Works?  
\_\_\_\_\_

Is there any jargon Beth should be aware of?  
\_\_\_\_\_

Will alcohol be served before or during this event?  
\_\_\_\_\_

Who is your typical customer?  
\_\_\_\_\_

What are your target markets or industries?  
\_\_\_\_\_

Generation Works contact prior to the meeting:

Name \_\_\_\_\_

Title \_\_\_\_\_

Office Phone \_\_\_\_\_ E-mail address \_\_\_\_\_

Fax Number \_\_\_\_\_ Cell Phone \_\_\_\_\_

Best time to reach \_\_\_\_\_

Contact at event if different from above:

Name \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_



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Email \_\_\_\_\_ Cell Phone \_\_\_\_\_

What date/time will contact arrive on site? \_\_\_\_\_

Where/how can contact be reached on site? \_\_\_\_\_

Other comments:

Date form completed \_\_\_\_\_ Completed by \_\_\_\_\_

The following is a list of various materials you may have. We would appreciate receiving any of these items. This information aids us greatly in customizing your program.

- Newsletter(s)
- Brochures/corporate reports, sales materials
- Training videos/audio tapes
- Recruitment materials
- Marketing materials
- TV commercials
- Print ads
- Workforce surveys
- Event program and pre-event materials
- Web sites for us to visit:

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Please list several people we might interview prior to our presentation, i.e., peak performers, managers or human resource people who have to deal with personnel issues, etc.

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Thank you for your time and attention—we appreciate it!

(Please distribute the next page to several people within your organization to give us a cross sectional view of generational issues your organization might be facing.)



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Generation Works, soon to speak at your organization, would like your input on generational issues in your workplace. Please complete these brief questions & e-mail to Generation Works [bhenry@generationworks.com](mailto:bhenry@generationworks.com) or Fax 1-866-390-6131. Thank you.

1. How does your organization struggle most with generational issues?

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2. How have you measured/surveyed to learn about these issues?

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3. What have you done to respond to your generational issues?

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4. How can Generation Works help you the most with this?

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5. What three things would you like your audience to take away with them?

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