



CHART YOUR COURSE INTERNATIONAL  
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Company/Organization Name: \_\_\_\_\_

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

Seminar Date: \_\_\_\_\_ Location: \_\_\_\_\_

Time of Program: \_\_\_\_\_

Person filling out this assessment? \_\_\_\_\_

Phone \_\_\_\_\_ Address \_\_\_\_\_

\_\_\_\_\_ E-mail address? \_\_\_\_\_

- Would you like me to conduct an assessment of your organization? \_\_\_\_\_
- Would you like me to design an accountability feature in my program? \_\_\_\_\_
- Can I suggest a few ways to reinforce my message after the program is over? \_\_\_\_\_

#### I. Audience Analysis:

Number attending? \_\_\_\_\_ Type of audience? Executives \_\_\_\_\_

Middle Mgmt \_\_\_\_\_ Other? \_\_\_\_\_

Average age of group \_\_\_\_\_ Range of ages: from \_\_\_\_\_ to \_\_\_\_\_

Educational background: \_\_\_\_\_

Would you describe the group as:

\_\_\_\_\_ Fun-loving \_\_\_\_\_ Demanding \_\_\_\_\_ Participate

\_\_\_\_\_ Serious \_\_\_\_\_ Open/cooperative \_\_\_\_\_ Other



9. Has your organization gone through or expect to go through any type of downsizing or restructuring? Please explain.

10. What top three issues I can address that you would like to see improve?

11. Are there any suggestions you can make that will help make this program even more successful?

12. When this program is over, what do you want to say about Greg Smith?

13. Please provide us with a directory or at least three names of other people we can contact for further research:

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

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

Position: \_\_\_\_\_

Tel. No. \_\_\_\_\_

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

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

Position: \_\_\_\_\_

Tel. No. \_\_\_\_\_

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

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

Position: \_\_\_\_\_

Tel. No. \_\_\_\_\_

14. Are there other meetings that you will be conducting in the next 12-18 months where you may need a speaker for a keynote, seminar or workshop?

\_\_\_\_\_ Date \_\_\_\_\_

15. If you are pleased with my services, would you mind writing a letter of recommendation for my files? Yes \_\_\_\_\_ No \_\_\_\_\_

16. What else do I need to know to be successful?