



▶ Please use these questions as a guide to fill out an information sheet on your company. The best way to complete this is with the help of several employees giving input as to what would be most appropriate. Also, try to only give information that most of the company is aware of or is affected by. Information on a specific person should be things that you feel would not be offensive if told in front of their coworkers. These questions are designed as a guide. Feel free to give us any information that you feel is pertinent to your company. Keep in mind that the information you give should be common knowledge and not inside jokes that only a few employees are aware of. Also, please include recent newsletters and company promotional materials when returning this form.

Fax: 941.925.0316

Mail: PO Box 19505, Sarasota, FL 34276

Please give a brief description of the type of people that will be in attendance. (upper management, non-management, etc.)

Is there a theme to the event and what is the name of the event?

What is the age range of those attending? _____

What are any stories about someone in the company that most people will have heard?

Who are your competitors and what are inside things that people in your company may say about them?



▶ *What is the nature of your business and what is the biggest part of what your business does?*

What is unique about your organization or industry?

What was the biggest problem your company faced this year?

What are several specific challenges that your employees face?

What recent changes have the employees gone through?

Give examples of phrases or jargon that your employees use?

Is there anything that should not be mentioned? (Sensitive areas to be avoided)

For the questions below, please give names and a brief description of the person.

Who will be the top ranking person in your company that will be at the event?

Who is the overall boss of all who will be present?
