



Thank you for considering Pivotal Events for your event planning needs. To request a proposal, we encourage you to submit an event questionnaire by completing the following simple steps. The questionnaire is compatible with Adobe Reader Versions 7.0, 8.0, or 9.0. If you need to download the free Acrobat Reader Software, you may do so at [www.adobe.com/products/acrobat](http://www.adobe.com/products/acrobat).

- 1. Save the blank PDF file on your desktop.
2. Fill in the information requested on the desktop version.
3. Resave the PDF form after you have completed it and attach the PDF file to an email message.
4. Send the email to info@pivotalevents.com. You will receive a receipt confirmation email within 48 hours.

Company/Organization Contact Information

Title [ ] Mr. [ ] Mrs. [ ] Ms. [ ] Dr. [ ] Other (Please Specify) \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Job Title/Position \_\_\_\_\_

Company/Organization \_\_\_\_\_

[ ] Corporation [ ] Professional Services Firm [ ] 501(c)(3) Charity [ ] 501(c)(6) Association

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Website \_\_\_\_\_ Email \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Preferred Contact Method / Time \_\_\_\_\_

About Your Event

Please tell us the type of event you are interested in producing. (Please select all that apply)

- [ ] Educational Conference or Seminar [ ] Gala
[ ] Constituent Conference [ ] Themed Party
[ ] Sales Meeting [ ] Golf Tournament
[ ] Executive Retreat [ ] Outdoor Event
[ ] Exclusive Encounter [ ] Expo / Tradeshow
[ ] Networking Event [ ] E-Learning Program
[ ] Reception

What are your organization's goals for the event? (Please select all that apply)

- [ ] Customer Acquisition [ ] Team Building
[ ] Customer Retention [ ] Sales Incentive / Award
[ ] Brand Building [ ] Strategic Partnership
[ ] Community Relations [ ] Networking
[ ] Product Launch or Exposure [ ] Continuing Education
[ ] Employee Relations

EVENT PLANNING QUESTIONNAIRE



**PIVOTAL EVENTS<sup>SM</sup>**  
TURNING EVENTS INTO INVESTMENTS

EVENT PLANNING QUESTIONNAIRE

What is the name of your event? \_\_\_\_\_

What is the estimated overall budget? \_\_\_\_\_

Who pays for the program?  Attendees  Sponsors  Company/Organization

What is (are) the date(s) of your event?  Undecided From: \_\_\_\_\_ To: \_\_\_\_\_

Is (are) the date(s) flexible?  Yes  No

Is this a reoccurring event?  Yes  No

How often does this event occur?  N/A  Annual  Quarterly  Monthly  Other

Where will the event be held? \_\_\_\_\_

Is the venue already contracted?  Yes  No

What is the approximate attendance? Minimum: \_\_\_\_\_ Maximum: \_\_\_\_\_

What is the reach of your attendance? % Local: \_\_\_\_\_ % Out of town (U.S.): \_\_\_\_\_ % Intl: \_\_\_\_\_

What is the gender of your attendees? % Male: \_\_\_\_\_ % Female: \_\_\_\_\_

Who is the decision maker? Name: \_\_\_\_\_

Title: \_\_\_\_\_

Please indicate your interest in the following services provided by Pivotal Events. (Please select all that apply)

**Event Logistics Services**

- Needs Assessment & Consultation
- Site Selection
- Third Party Contract Negotiation & Management
- Advance & On-Site Registration
- Management Reports
- Keynote Speaker & Talent Sourcing
- Speaker Coordination
- Ground Transportation Coordination
- Audio Visual Coordination
- Stage & Set Design
- Special Activities & Spouse Programs
- Photography & Video Production
- Legal Compliance
- Insurance Procurement
- Accounting & Bookkeeping

**Event Marketing Services**

- Identity & Brand Development
- Invitation & Marketing Collateral Creation
- HTML Email Design
- Website Development
- Data Collection & Sourcing
- Survey Implementation
- Attendee Recruitment
- Telemarketing
- Print Advertising Campaign Management
- Email Marketing Campaign Management
- Fax Blast Campaign Management
- Media Outreach
- Sponsor & Exhibitor Development
- Promotional Item Sourcing

Additional Comments: \_\_\_\_\_