Pre-Program Questionnaire

Barbara Khozam, CSP, AS, CPXP

Your answers help Barbara build a session that sounds like it was written for your people, because it was. Please type your answers directly into this form, save it, and email it to Barbara@BarbaraKhozam.com at least four weeks before your event.

EVENT DETAILS

Organization

Event name

Event date(s)

City and venue

Date and start time of Barbara's session

Exact session length (including Q&A)

Format

☐ In person ☐ Virtual ☐ Hybrid

Onsite contact name

Onsite contact cell

Who will introduce Barbara?

Dress code

Is there a theme for the meeting? If so, what is it?

YOUR AUDIENCE

Expected number of attendees

Is attendance required or optional?

Who will be in the room? (Roles, departments, frontline staff, managers, providers, executives)

Are there other speakers? If so, who, and what are their topics?

YOUR GOALS

What is the main purpose of this event?

What should attendees do differently after Barbara's session?

How will you know the session was a success?

YOUR SERVICE REALITY

What are the biggest service or patient experience challenges your team faces right now?

What are your surveys, scores, or online reviews telling you? (Recent results or trends are welcome.)

What complaints or frustrations do you hear most from patients or customers?

Where is service strongest, and where does it slip? (Locations, departments, phones, shifts)

What recent wins should Barbara celebrate?

MAKE IT YOURS

Any jargon, acronyms, or internal terms Barbara should use?

Any topics, people, or situations Barbara should avoid?

Please share 2 or 3 people Barbara can interview for 15 minutes (name, title, email). Top performers and frontline leaders are ideal.

To hear your service the way your patients and customers do, Barbara may place a few anonymous calls before the event. Is that okay?

☐ Yes ☐ No ☐ Let's discuss

Barbara offers attendees a short feedback form at the end of her session, and you receive the results. Okay to include?

☐ Yes ☐ No ☐ Let's discuss

Do you plan to record Barbara's session?

☐ Yes ☐ No ☐ Not sure

Will media attend?

☐ Yes ☐ No ☐ Not sure

Anything else that would make this your best program ever?

Thank you for choosing Barbara Khozam.

Email your completed form to Barbara@BarbaraKhozam.com. Questions? Call 619.572.1117.