

## **PROGRAM ENQUIRY QUESTIONNAIRE**

<b>Date:</b>	<b>Contact:</b>
<b>Company:</b>	<b>Source:</b>
<b>Address:</b>	<b>Postal Code:</b>
<b>Telephone:</b>	<b>Fax:</b>
<b>Email:</b>	<b>Industry:</b>
<b>Project Name:</b>	<b>Company website:</b>

### **Nature of Enquiry**

- Training/ Workshop       Professional Dress Uniform/Policy  
 Coaching/ Consulting       Staff Appreciation

<b>Audience</b> Number: <input type="checkbox"/> Men <input type="checkbox"/> Women <input type="checkbox"/> Both
Age Range:
Occupations within organization:
Image/ Etiquette Objectives:
Expectations: What would you like to see happen as a result of this program?
Program Start Date (approximate):
Program Timeframe - length:
Location/ Number of workshop or coaching sessions:
Program Completion Date:
How do you want your employees to be perceived by your clients and the public?

What are your employee's most common misconceptions about professional image?
What concerns relating to professional image is your organization having?
How do these issues affect your organization?
Have you done anything to try to solve this problem?
Why was it not effective?
Where do you feel you need the most help?
How would you like your employees to present themselves?
Who are your clients?
Do your employees see clients outside your offices?
Do your employees entertain clients?
Do any of the participating employees travel on a regular basis? Location(s)? Please provide details of their interactions and business expectations while travelling:
Will there be varying levels of employment rank and income levels among participants? If so please explain.
Are your company's expectations the same for all ranks and positions within your organization?
Do your company's expectations for business dress vary from day to day? i.e. Do you have a business casual day?
How will you measure the success of this program?
Which of the following would you like to see included in this program?
Observations:

### Employee Image Brand Identity

- ITTI Business Etiquette Certification Training
- Employee Uniform Design Strategy - to reflect the corporate brand
- Professional Dress Policy – to reflect the corporate brand
- Orientation Workshop(s) and Coaching
- Individual Consultations/ Coaching Policy Orientation

### Workshop & Coaching Topics

- Professional Appearance
- Business Behaviour
- Dining Etiquette
- Other \_\_\_\_\_

Would you like high quality take home resource material to be included for each participant?
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Are you interested in designing a follow-up program and/or one-to-one, post-workshop consultations to enhance the long-term effectiveness of this program?
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Can you think of anything else that might help in developing a program for your organization?
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<b>Budget:</b>
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