



Program Background Information:

In order to ensure a smooth flow and to maximize your Drum Cafe experience, please take a moment to complete this form. You will be contacted prior to your event by your Drum Cafe Facilitator to discuss the information outlined below. Please fill out answers in white space provided for each question. Save completed form as a Word document – not a PDF file – and send to the following address:

Client:		Completed by:	
Website:		Phone Number:	
Background Information			
What is your business?			
What is the Company/Organization’s Mission, Vision, or Purpose statement? (Delegates should be able to ‘identify’ with this ‘mission’ statement; it may or may not be the corporate-wide mission statement, and may just be for this meeting or just for this particular group or department).			
Key Products or Areas of Focus?			
Key competitor or competitor product, if relevant?			
What is the name or title of this Meeting?			
Is there a Theme that will be emphasized throughout (on signage, etc.)?			
What is the purpose of this particular meeting?			
Describe the population for our Program. What groups or levels within the organization will be attending?			
For those attending, is there a grouping or ‘alignment’ that one is more likely to identify or ‘hang			

out' with? For example, by Business unit or job function? By Geography or region? Different departments or roles? Different companies or industries if a multi-company event? Personal or Cultural alignment? The Objective of this question is to understand any 'traditional' or classic "barriers" that may exist, i.e., silos, pockets, or cliques to break through and unify.

Any business partners, clients, spouses, or other non-employee guests to be attending? Any Brand New or Recent New Hires? Rough % makeup of Male/Female?

What celebrations or successes can we recognize or celebrate that the group has achieved recently (within the last year ideally)? Any new projects or initiatives being kicked off?

- 1.
- 2.
- 3.

What are the upcoming challenges/milestones they are striving to achieve as a group? Any hard metrics or slogans that they are striving towards / living by?

- 1.
- 2.
- 3.

Are there any specific areas or learning's that we should focus on/prioritize? E.g. teambuilding, communication, diversity, fun, or entertainment?

What is your definition of success for the event?, i.e., I will be happy with the Drum Cafe's involvement in my meeting if: