PRE-EVENT SURVEY QUESTIONS

Section 1: Build Anticipation / Resell the Event

1. What are the top 3 goals you hope to take away from [Event Name]?
2. Which session or speaker are you most excited about?
3. When you think about leaving the event, what would make you say, *"That was 100% worth it"?*

Section 2: Identify Pain Points

4. What's the biggest challenge you're currently facing in your business?
5. If we could help you solve just ONE problem in your business, what would it be?
6. Where do you want your business to be 12 months from today?

Section 3: Attendee Profile (Context for You)

7. What best describes the size of your business today?

- Solo entrepreneur
- Small team (2–5 people)
- Growing team (6–20 people)
- Larger business (20+ employees)

8. What's your current role? (Owner, Partner, Manager, Other)

Section 4: Logistics / Commitment Reinforcement

9. Have you booked your hotel room yet?

- Yes
- Not yet → [Insert Booking Link]

10. Do you have any dietary or accessibility needs we should be aware of?

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