

Interview Guide

Des Moines Downtown Chamber - Member Outreach

Business:

Name of Person Interviewed:

Date of Interview:

Interview Method (phone, in-person, etc.):

Interviewer (your name):

Intro (quick explanation of why we're interviewing them):

I'm part of a volunteer group of Downtown Chamber members that are interviewing our fellow members in an effort to find out how we can maximize the value of Chamber membership, by providing the services and programs that are most important to your business. Etc, etc.

Priority Questions

Why are you a member of the Downtown chamber? How would you like to be involved?

What are you hoping to get out of your membership?

What are your biggest business challenges? (What keeps you up at night?)

How has your business changed in the last 3-5 years? How do you expect to change/grow in the coming years?

Is there any additional service/program you'd like the Chamber to provide? Anything you'd like us to do differently? (Prompt: perhaps you're part of another group/chamber that provides a service you'd like us to provide?)

Are we reaching you through our e-mail and website? Is your contact information up to date?

- Please confirm: Name of business, main contact, e-mail, phone number
- Is there anyone else at your company that we should add to the e-mail list?

Do you have any questions about the Chamber?

Optional Questions (depending on who is being interviewed, time available, etc.)

What legislative issues are impacting you the most?

How do you use technology in your business?

Who else do you want to see join the chamber? (who you want to network with?)

Icebreaker Questions (if needed)

Tell me a little about your business....

What are the strengths of your business? What does your business do differently that gives you an advantage?

Other Questions or Comments: