

**2003 Fall Workshop, September 9-11, 2003, Pittsburgh, PA
ATTENDEES' EVALUATION FORM**

FACTORS INFLUENCING YOU TO ATTEND (5 BEING THE BEST)	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
Location	1	0	1	1	4
Speakers	0	1	1	3	3
Seminar content	0	1	1	3	3
Time of year	0	1	2	0	4
Registration Fee	0	1	2	0	4

OVERALL EVALUATION OF WORKSHOP (5 BEING THE BEST)	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
Time of year	0	0	1	2	6
Workshop format	0	0	2	2	5
Promotional materials	0	1	1	3	4
Your experience with the Westin	0	0	2	2	5
On site registration assistance	0	0	0	3	6
Value received for registration fee	0	0	0	4	5
Overall quality of events	0	0	1	3	5
Overall organization of events		0	0	0	4

4

COMMENTS:

- Conference is too short
- Mid week and distance was a problem for those coming from Eastern PA
- Please update turnpike directions to indicate current signage
- Directions need to be verified to ensure that exit numbers are correct
- Move PA tourism marketing presentation to first day so everybody isn't rushing out the door when it is over

SEMINARS	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
Seminar program content	0	0	1	3	5
Content was geared toward my level of experience	0	0	1	3	5
Overall speaker expertise	0	0	1	4	4
Overall quality of presentations	0	0	1	3	5
Meeting room management	0	0	0	5	4
Audio visuals and handouts were valuable	0	0	1	5	3
Seminar content matched literature	0	0	0	6	3
Suggestions for future seminars/speakers:					

COMMENTS:

- DK Shifflet was too long/too much to hold attention
- While some of the info will be posted on the extranet; there wasn't any reference material for notes, etc.

WORKSHOP SESSIONS

Diversity Marketing/Ty Christian

(Ranging low as 1 and high as 4)

55 evaluations received

	1	2	3	4	NA	
Presenter demonstrated mastery of the topic	2	2	9	42	0	
Presenter communicated information well	3	1	11	40	0	
Presenter responded well to audience questions	2	4	11	38	0	
Presenter handouts and/or visual aids were valuable	3	3	17	26	6	
The seminar provided me with valuable information, which will help me better perform daily business functions	3	14	18	19	1	
Seminar content matched description in conference literature		2	2	14	37	0
Seminar was relevant to my experience	3	1	23	28	0	

COMMENTS:

Do all areas apply to diversity marketing?

Excellent presentation with new information. A great deal to take back. Excellent speaker.

I believe the talk was about separately the black market.

When referencing the gay market, Ty should say we, not they.

Need Power Point print out for attendees.

Speaker's joke about Black, Hispanic, Asian...was insensitive and in poor taste.

As an African American I would like to find ways to integrate marketing, not segregate. I would like to find ways to diversify advertising in one campaign that appeals to all people.

Presentation geared for larger organizations, but we all can find some elements to incorporate in our plans.

This seminar needed to be longer.

Excellent!

Provided a new perspective on diverse markets. Good presentation!

Ty is excellent!

Thank you! Great information.

Great program. Great information. A must hear for all in marketing.

Good topic, presented well!

Nice presentation about perception – expectation from the visitor viewpoint.

Wish I could have brought my entire board.

Opened some interesting concepts for target marketing.

Cultural/Heritage Tourism/ Panel

33 evaluations forms received

(Ranging low as 1 and high as 4)

	1	2	3	4	NA	
Presenter demonstrated mastery of the topic	0	1	6	26	0	
Presenter communicated information well	0	1	7	25	0	
Presenter responded well to audience questions	0	0	11	21	1	
Presenter handouts and/or visual aids were valuable	0	0	11	22	0	
The seminar provided me with valuable information, which will help me better perform daily business functions	0	6	13	14	0	
Seminar content matched description in conference literature		0	1	10	22	0
Seminar was relevant to my experience	0	3	10	20	0	

Comments:

There is a disconnect between large CVBs and small TPAs.
 Great concepts but half the audience cannot keep up with regions
 Would like to see example of small TPA development program.
 Speakers were best of show so far. Very informative and applicable.
 Great! Excellent speakers and success stories.
 Very informative.
 Excellent ideas on how to create cultural and heritage tourism.
 Very good.
 Great group and information.
 More of this would be good – more out of the box thinking
 More how to. This was the best workshop in the conference.
 Nice sampling of projects with real life examples. Speakers were all
 Knowledgeable and enthusiastic about their work. Stories were
 Inspirations, but perhaps beyond the resources of bureaus with
 Only a few employees.
 Great information. It was nice to see more on heritage tourism and R.O.I. –
 How they measured results.
 It seemed we missed the mark. Components were well done, but did not
 Particularly mesh.

TIA/Mark Hoy

29 evaluations forms received

(Ranging low as 1 and high as 4)

	1	2	3	4	NA	
Presenter demonstrated mastery of the topic	0	1	6	22	0	
Presenter communicated information well	0	5	5	19	0	
Presenter responded well to audience questions	0	1	4	6	18	
Presenter handouts and/or visual aids were valuable	0	4	7	13	5	
The seminar provided me with valuable information, which will help me better perform daily business functions	0	9	7	11	2	
Seminar content matched description in conference literature		1	1	7	20	0
Seminar was relevant to my experience	1	2	7	19	0	

COMMENTS:

Lots of information, but no handouts.
 Except for a few major markets, out of grasp of most CVC members.
 Good mix of challenging and presentation of achievable marketing strategies.

Room Tax/Panel

22 evaluations received

(Ranging low as 1 and high as 4)

	1	2	3	4	NA
Presenter demonstrated mastery of the topic	1	1	0	20	0
Presenter communicated information well	1	1	4	16	0
Presenter responded well to audience questions	1	1	4	14	2
Presenter handouts and/or visual aids were valuable	0	2	4	13	5
The seminar provided me with valuable information, which will help me better perform daily business functions	0	2	4	16	0

Seminar content matched description in conference literature		1	2	3	17	0
Seminar was relevant to my experience	0	2	4	16	0	

COMMENTS:

Would have appreciated and overview of the situation, and the Enabling legislation, before the panelists got started.
 Imperata was great.
 Very informative.

DCED Presentation/Panel

36 evaluations received

<i>(Ranging low as 1 and high as 4)</i>		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>NA</u>	
Presenter demonstrated mastery of the topic		3	6	8	19	0	
Presenter communicated information well		1	7	12	16	0	
Presenter responded well to audience questions		1	4	13	18	0	
Presenter handouts and/or visual aids were valuable		4	2	10	14	6	
The seminar provided me with valuable information which will help me better perform daily business functions	1	7	9	19	0		
Seminar content matched description in conference literature			0	5	9	22	0
Seminar was relevant to my experience		1	2	11	21	1	

COMMENTS:

Excellent-good information.
 D.K. Shifflet is too long and boring.
 Please start presentation at 9 am and split K.D. Shifflet and DCED To different days – not back to back.
 State presentation was excellent, research was not as great. Would Be more useful for the information to be presented as bullets.
 Research PowerPoint gave too much information.
 Helped me generate marketing ideas.
 I love the ideas of tying the states together and packaging. I also Like the motor coach logo.
 Need to have PowerPoint available for us to use at home to educate our Businesses.
 Sound was bad.
 Travel and Tourism Office needs to be here more often to Interact and explain initiatives to members, rather than one long session.
 Need handouts.
 Sounds good. Looking forward to results.
 If handouts are available or going to be available electronically, tell us up front so we can Concentrate on your message.
 Shifflet presentation was excellent.
 It seemed as if they did not want questions.
 Didn't care for radio commercials or ads.

