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**2003 Spring Workshop, March 10 - 12, 2003, Harrisburg, PA**  
**ATTENDEES' EVALUATION FORM**

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**Overall 2003 Spring Workshop:      23 evaluation forms received**

Factors influencing you to attend ( <i>Ranging low as 1 high as 5</i> )	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
Location:	2	1	2	10	8
Speakers	1	1	6	8	8
Seminar Content	0	2	3	10	9
Time of Year	1	1	5	6	10
Registration Fee	2	1	6	5	8
Overall Evaluation of Workshop (Ranging low as 1 and high as 5)	1	2	3	4	5
Time of Year	0	0	3	9	12
Workshop format	0	1	3	12	8
Promotional materials	1	0	2	16	5
Your experience with Hilton Hotel	0	0	5	14	5
On site registration assistance	0	0	0	6	16
Value received for registration fee	0	0	3	10	10
Overall organization of events	0	0	2	8	13

Comments:

- Pair new attendees with "experienced "attendees to make transitions easier & to begin fostering new partnerships & co-ops
- I noticed a slight decline in quality, niceties during the 3 days. Giant Center was Great!!
- Concurrent sessions on varied topics invigorating opening session to rev people up - dynamic, challenging speaker /topic.
- Have Membership mtg either on Mon. evening or sometime Tuesday
- Great conference, Gloria! Congratulations!
- One-day seminar fee.
- Need hand out
- Let each exhibitor have 25-30 words to sell their company in workshop materials.
- Hilton food service staff could be improved.
- So many people leave early on Wed. - would it be valuable to consider holding a seminar late on Mon? But you may still have low attendance travelers arriving lat. I am not sure of a good solution.
- Hilton staff very friendly - Rooms could be cleaner esp. bathrooms

Seminar( <i>Ranging low as 1 and high as 5</i> )	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
Seminar program content	0	0	5	9	10
Content was geared toward by experience	0	0	6	8	10
Overall speaker expertise	0	0	3	10	11
Overall quality of presentations	0	1	2	12	9
Meeting room management	0	0	2	12	10
Audiovisuals and handouts	0	2	4	8	8
Seminar content matched literature	0	0	4	6	12

Comments:

- Thank you! It was a great workshop. Gloria and PACVB board did a great job. Betsey's speech at the Legislative Dinner was wonderful.
- Mostly I liked Rose's approach to the DCED segment. Give Rose a raise!!
- Have a designated block of time for TPA's to have a discussion time sharing concerns, success stories, etc. with one another networking with ideas.
- Tracks: Heritage tourism/Nature tourism (non-consumptive) Event management/professional development. The fall workshop was good. This one seemed dry in comparison (other than ms. Sweeney. Although 3 hours was a lot
- Perhaps there could be different seminar choices for different levels of experience for specific topics. Ex-introduction .... Advanced....
- Effective methods for membership retention in a challenging economy.
- Continued update on government affairs concerning tourism. Essential for state to continue in promotion of Motor coach business to our state - including rural areas

## Workshop Sessions

### Communicating with Your Legislators:

15 evaluation forms received

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

Comments:

- Not meaty enough to decrial elementary seemed like he ran out of material within 30 minutes, filler rest of session begging for sponsor

### Internet Marketing:

48 evaluation forms received

Susan Sweeney ( <i>Ranging low as 1 and high as 4</i> )	1	2	3	4
Presenter demonstrated mastery of the topic	0	0	3	45
Presenter communicated information well	0	0	2	46
Presenter responded well to audience questions	1	2	4	25
Presenter handouts and/or visual aids were valuable to the seminar	2	4	11	26
The seminar provided me with information which will help me better perform daily business functions	0	0	13	35
Seminar content matched description in conference literature	0	1	5	42
Seminar was relevant to my experience	0	1	10	37

Comments:

- Should have provided Hand out so participants wouldn't have to take notes. If providing info on hive - should have made announcement at onset
- Need copies of power point - lost track trying to keep notes
- Info is great!! Unfortunately, overwhelming for the small, lower budget TPAs - though Susan provided great tips for improvement
- Can PACVB give its members Susan's rate & contract info for seminars? Please send
- Excellent More programs like this - useable helpful info. Consider Mon, Tue event with education on Mon - cut 3rd day
- Did not give opportunity for questions. Minimal amount of time at the close
- Thank you for Susan. Her information is valuable to our work
- Enjoyed presentation. Will check out her website when I get back to the office. Would like to have her presentation emailed to me
- I felt a handout would have been helpful to follow along instead of taking so many notes
- Very long - but still valuable and interesting
- Some info was repetitive of things we are already doing, but it was good confirmation we're heading in the right direction. Also gave some good new ideas for our Internet strategy. Found phase I of the presentation to more relevant & interesting
- Thank you for great information. We need to have this session presented periodically
- Susan was great! Info very relevant. So much info that a handout would have been helpful. But wonderful program
- Susan was great
- Great sessions
- Not on a daily basis, but vital for maximization of publicity. This was the most important seminar, I don't know why more didn't attend.
- I would like to see more cost-cutting strategy seminars, fund-raising techniques and PR event planning
- Excellent, not enough time for questions during seminar. Need handouts

**Governmental Affairs:**

**12 evaluation forms received**

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

Comments:

- Very informative!! Explanation on travel pac was very enlightening - I never knew!!!! Thanks Bob
- At last - and explanation of travel pac!
- Lots of info! Could be shorter.
- Interesting information

**Legislative Affairs on Travel and Tourism:****32 evaluation forms received***Sen. Punt, Sen. LaValle, Rep. Lescovits, Rep. Godshall**(Ranging low as 1 and high as 4)*

	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>
Presenter demonstrated mastery of the topic	0	0	13	19
Presenter communicated information well	0	0	13	19
Presenter responded well to audience questions	0	0	0	1
Presenter handouts and/or visual aids were valuable to the seminar	0	0	1	9
The seminar provided me with information which will help me better perform daily business functions	1	3	12	14
Seminar content matched description in conference literature	0	0	6	25
Seminar was relevant to my experience	0	0	5	27

Comments:

- (None)

**Tourism's Impact on PA Economy:****7 evaluation forms received**Carol Kilko *(Ranging low as 1 and high as 4)*

	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>
Presenter demonstrated mastery of the topic	0	0	2	5
Presenter communicated information well	0	1	3	3
Presenter responded well to audience questions	0	0	0	1
Presenter handouts and/or visual aids were valuable to the seminar	0	0	0	0
The seminar provided me with information which will help me better perform daily business functions	0	1	5	1
Seminar content matched description in conference literature	0	1	3	2
Seminar was relevant to my experience	0	0	2	5

Comments:

- Absolutely inexcusable lunch service. We were not served entrees until 1:24, just as speaker was concluding. Bo bread & butter plates, teaspoons for coffee or dessert. Very bad performance by hotel and where was PACVB staff? Rooms should be checked by staff before ever to begin
- No bread plates. No spoon for coffee, ran out of food had to wait until after speeches to be served, blablahblah!

## What's New at DCED:

**21** evaluation forms received

Rose Mape ( <i>Ranging low as 1 and high as 4</i> )	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>
Presenter demonstrated mastery of the topic	0	0	3	18
Presenter communicated information well	0	0	4	17
Presenter responded well to audience questions	0	1	4	16
Presenter handouts and/or visual aids were Valuable to the seminar	1	0	7	11
The seminar provided me with information which will help me better perform daily business functions	0	0	6	15
Seminar content matched description in conference Literature	0	0	6	15
Seminar was relevant to my experience	0	0	5	16

### Comments:

- Very Hard for Rose to respond to Q's until more direction is provided from Governor to her office
- This was the best DCED presentation due to the Q&A and the informational presentation
- Very interesting as always
- Extremely informative and helpful for future endeavors
- Rose did an excellent job!
- Good job, Rose - thanks for your time.
- Thank you for having this seminar this time.
- Handout of overhead info would be helpful
- Rose is an excellent speaker - clear & precise sentences good voice variations and mannerisms.
- More info op impact of budget cuts.