
2004 Fall Workshop, September 12-14, 2004, Exton, PA
ATTENDEES' EVALUATION FORM

Overall 2004 Fall Workshop: 28 evaluation forms received

Factors influencing you to attend (<i>Ranging low as 1 high as 5</i>)	1	2	3	4	5
Location:	4	1	8	8	6
Speakers	1	1	7	11	6
Seminar Content	1		4	13	6
Time of Year	2	2	5	12	6
Registration Fee	2	2	13	9	1
Overall Evaluation of Workshop (Ranging low as 1 and high as 5)	1	2	3	4	5
Time of Year		1	4	15	7
Days of the week	3	3	5	9	5
Workshop format		1	4	13	7
Promotional materials		1	7	11	5
Your experience with Hilton Hotel	1	4	9	8	4
On site registration assistance		1	3	14	8
Value received for registration fee			4	14	10
Overall organization of events	1		3	15	7

Comments:

- Better inspection of hotel or get refs on it!
- Tighter reign on hotel event/banquet staff.
- More time between sessions to see vendors and participate in auction.
- Reception was not well organized. Too much room to spread out cut down on networking, and no place to sit down.
- I appreciate the date not coinciding with 9/11 however I also like workshops that don't start on the weekends.
- Have everyone introduce themselves at the start of the workshop, not the last day
- Site lacked cleanliness we usually expect.
- Tuesday – Thursday for days of the week.
- Hotel was mediocre, choice of activities lacking, use '03 Pittsburgh Conference as the guide to follow.
- Don't have over a weekend
- Provide more time for updates, also have earlier workshop
- I would prefer weekdays for workshop
- Have seminar towards end of week-some of us have family and would like to spend our Sundays at home not at work.
- Suggest 5-10 minute break for every half hour
- Need more break time between sessions. Need 15-20 break after lunch Monday

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			5	13	8
Content was geared toward by experience		1	4	15	1
Overall speaker expertise			6	11	9
Overall quality of presentations			5	14	7
Meeting room management	1	1	8	13	2
Audiovisuals and handouts	1	1	6	15	3
Seminar content matched literature		1	5	14	6

Comments:

- Handouts before session would be helpful for notes.
- I noticed the refreshment breaks were moved upstairs. I appreciated the extra time in the exhibit room, but felt people were rushed with only 30 minutes possible.
- Add group marketing education seminars.
- Great speakers/except for the state presentation which was condescending
- Remove the attitude from the state of the state.
- Judy Randall, Randall Travel Marketing 704-499-6512
- A section of the March/Spring workshop for those that serve on TPA boards session before leg dinner.
- Excellent job!
- I would like to see more break-out sessions geared toward specific subjects or tracts. Make it more valuable to bring additional staff members.
- Don't pick accommodations based on price. Pick based on services available. Inn was nothing special, it's nice to get a feel for the place based on where we stay for the conferences.
- Continue work on website
- Follow Pittsburgh as model-don't go cheap!
- More chairs and tables would have been helpful for the larger seminars
- Overall on balance of thought the seminar was very informative. Thank you.
- Thank you – the meeting was excellent, and you staff truly professionals! 😊

Workshop Sessions

Demystifying Branding:

31 evaluation forms received

Don McEachern (<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	1	0	3	27
Presenter communicated information well	1	0	2	28
Presenter responded well to audience questions	1	0	1	13
Presenter handouts and/or visual aids were Valuable to the seminar	1	1	5	20
The seminar provided me with information which will help me better perform daily business functions	1	2	7	21
Seminar content matched description in conference literature	1	0	6	24
Seminar was relevant to my experience	1	0	7	23

Comments:

- Enjoyable presenter. Kept attention of the crowd.
- Excellent presenter
- Excellent
- Great info!! Good presentation, very important presentation
- Crossed over to economic development (outside of tourism) which is good relation to Chamber and economic community.
- Entertaining, a bit obvious or common sense driven. Recognized as a sales pitch.

Demystifying Branding II:

41 evaluation forms received

Don McEachern (<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	4	37
Presenter communicated information well	0	0	3	38
Presenter responded well to audience questions	0	0	5	35
Presenter handouts and/or visual aids were valuable to the seminar	0	1	6	28
The seminar provided me with information which will help me better perform daily business functions	0	1	11	29
Seminar content matched description in conference literature	0	1	6	33
Seminar was relevant to my experience	0	0	9	32

Comments:

- Excellent
- Excellent seminar
- Great concepts
- Incredible and timely
- Presented himself as a good partner, objective viewpoint, not a reinvention specialist.
- I wish the state tourism office would have consulted with North Star – maybe the next administration will consider it.
- Information helpful for developing research strategies.
- Need step-by-step directions on who is in the community to involve in branding project.
- Great info!
- Somewhat repetitive of earlier info.

Delivering Legendary Service:

36 evaluation forms received

Dave Hamilton (<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	2	34
Presenter communicated information well	0	0	2	34
Presenter responded well to audience questions	0	0	4	32
Presenter handouts and/or visual aids were Valuable to the seminar	1	0	2	33
The seminar provided me with information which Will help me better perform daily business functions	0	0	5	31
Seminar content matched description in conference Literature	0	0	5	31
Seminar was relevant to my experience	0	0	4	32

Comments:

- Crucial element of our industry – we need to share it with members! Thank you!!
- Excellent seminar – should do this more often
- Did not like the fill-in-the-blank workbook format
- Great info, but I think more geared to individual hospitality business, than visitors bureau personnel
- Great presenter and knew his topic, and can use some of the info, but really, this topic is more for actual service business.
- Awesome!
- Excellent!
- Great job – Alive – Action, good suggestions, kept our attention.
- Great presentation, excellent speaker, very enjoyable
- Excellent! Excellent! Excellent! Informative, kept our attention, humorous.
- Great info, great process, would recommend to others.
- Great speaker for our staff.
- Excellent!
- Great energy. Train the trainer session – teach us techniques for training customer service people.
- Fastest two hours of the seminar.
- Excellent!
- Basic but excellent
- Very dynamic
- Excellent speaker!

Signature Focus Group:

8 evaluation forms received

(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	0	8
Presenter communicated information well	0	0	0	8
Presenter responded well to audience questions	0	0	0	8
Presenter handouts and/or visual aids were Valuable to the seminar	0	0	0	8
The seminar provided me with information which Will help me better perform daily business functions	0	0	0	8
Seminar content matched description in conference Literature	0	0	0	8
Seminar was relevant to my experience	0	0	0	8

Comments:

- This was a great exchange of ideas more than a presentation. I feel this group is dedicated to good training for the teletron operators.
- Excellent 0 please keep us involved in planning
- Come back to present update and information on effort and successes of teletron coaching and tele/TPA information exchange.
- Glad this is being done!
- Wonderful exchange – suggestion for spring conference or teletron to make a presentation.

TPA's Orientation:**6 evaluation forms received**

Keith Gingrich (<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	6
Presenter communicated information well	0	0	0	6
Presenter responded well to audience questions	0	0	0	6
Presenter handouts and/or visual aids were Valuable to the seminar	0	0	0	6
The seminar provided me with information which Will help me better perform daily business functions	0	0	0	6
Seminar content matched description in conference Literature	0	0	0	6
Seminar was relevant to my experience	0	0	0	6

Comments:

- Very well done, thanks!

Travel PR 101:**43 evaluation forms received**

Carrie Fischer - moderator & panel (<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	1	0	5	37
Presenter communicated information well	1	0	4	38
Presenter responded well to audience questions	1	0	7	34
Presenter handouts and/or visual aids were Valuable to the seminar	1	4	11	24
The seminar provided me with information which Will help me better perform daily business functions	1	0	9	33
Seminar content matched description in conference Literature	1	0	7	35
Seminar was relevant to my experience	1	0	7	34

Comments:

- Informative but too many references (Jeff) to Philadelphia. Sensitive issue to smaller TPA's
- Jeff's presentation as an urban destination was not relevant to those of us without marketing departments. I don't think he realized that we answer phones, write grants, run fund raising events and pay the bills.
- Overall the seminar was good.
- Gave support to what I already knew. Press kit, media pitch, PR campaign evaluation session
- Needed to have handouts on information talked about so we could take notes right on the handouts.
- Understand that PA is more than Philadelphia – think about how to extrapolate
- Very good / informative session
- Post presentations on DMO quicker – freshen minds – handouts great to have.
- Even is speakers overlap, don't skip info
- Presenters were well-prepared, provided up to date information and spoke with mastery and confidence, as well as in a way that kept the audience attention.
- Helpful to have outline / agenda to make notes
- Good practice and a refresher that we can all use from time to time

- This was a great presentation with lots of gems for us to take back
- Nice to have a refresher and get spurred with new ideas
- Excellent!!
- Excellent session
- All quality presenters, great info, repeat this again within the next three years
- Prepared speakers, all very informative, new perspective, yet linked perspectives, very good!
- Good, useful information.

Room Tax Update:

51 evaluation forms received

Al Taylor and Dan Ruzansky

(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	4	3	12	32
Presenter communicated information well	3	4	15	29
Presenter responded well to audience questions	4	2	9	36
Presenter handouts and/or visual aids were Valuable to the seminar	3	3	11	26
The seminar provided me with information which Will help me better perform daily business functions	3	8	15	25
Seminar content matched description in conference Literature	3	5	11	32
Seminar was relevant to my experience	4	6	13	28

Comments:

- Addressed the basics of room tax which I felt was inappropriate because the majority have been dealing with this for some time – we need to know more about enforcement issues rather than what it is. Again maybe we need to have separate sessions for this issue.
- Great!
- Presenters seemed unprepared – they didn’t provide new, helpful information – told us what to meet and tell commissioners what we do, well duh!! Doesn’t change a loose legislation. They collect the tax
- Did these people even prepare for this? There was no new or innovative information/topics discussed. Information was knowledge that I’ve known since room tax was enacted.
- This needs to be put on the shelf until there is something that merits dedicating this amount of time during the conference. It appeared that they struggled to provide us with new information on this topic.
- Very informative sessions, important to continue
- Make sure we post or emails all of the TPAs to ask for the letters/policies to share!
- Add senate staffer
- Always good to have this session!