

CEdMA Europe 2010 Spring Conference Evaluation Feedback

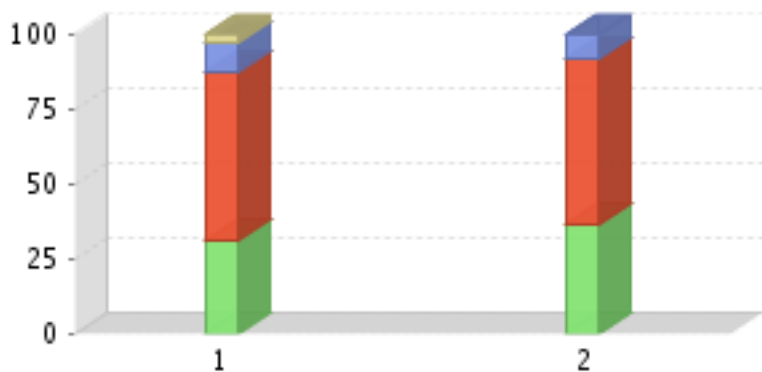
What is your primary role?



1 - Training Executive (VP, Director, Senior Manager)	35.14% (13)	2 - Training Manager (Delivery, Course Development, Education Sales, Education Marketing, Certification Program, Partner Program)	56.76% (21)
3 - Training Professional (Senior Trainer, Senior Course Developer, Program Manager)	0% (0)	4 - Other (please describe)	8.11% (3)

Mean: 1.81
Response: 37

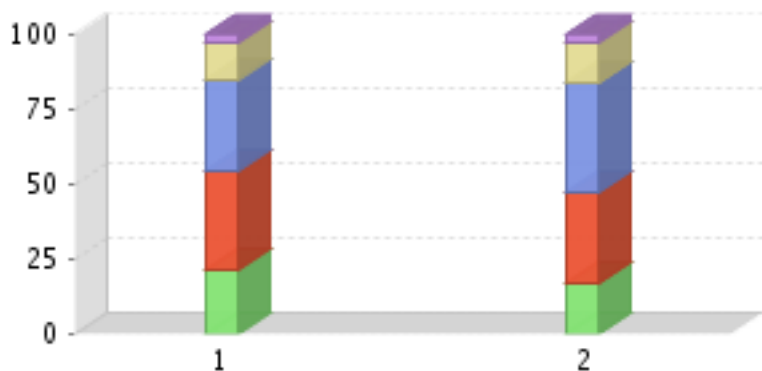
What did you think about "Pulse of the Industry"? (Note that 1 is high and 5 is low.)



	1	2	3	4	5	Mean
1 Content	31.25% (10)	56.25% (18)	9.38% (3)	3.12% (1)	0% (0)	1.84
2 Mike Dowsey	36.11% (13)	55.56% (20)	8.33% (3)	0% (0)	0% (0)	1.72

Response: 36

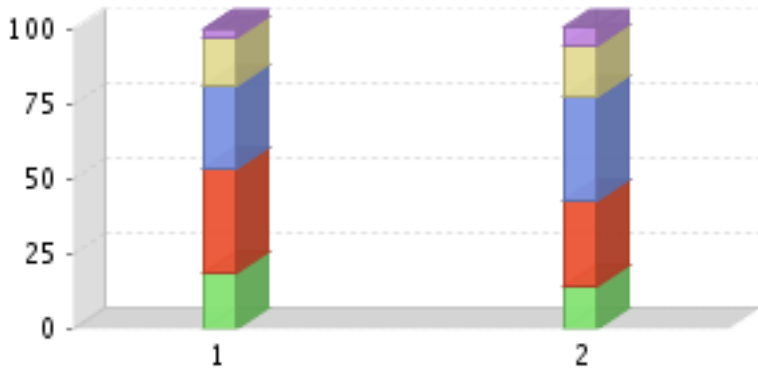
What did you think about "Defining an Appropriate Marketing Strategy" (Note that 1 is high and 5 is low.)



	1	2	3	4	5	Mean
1 Content	21.21% (7)	33.33% (11)	30.3% (10)	12.12% (4)	3.03% (1)	2.42
2 Francis Wyburd	16.67% (6)	30.56% (11)	36.11% (13)	13.89% (5)	2.78% (1)	2.56

Response: 36

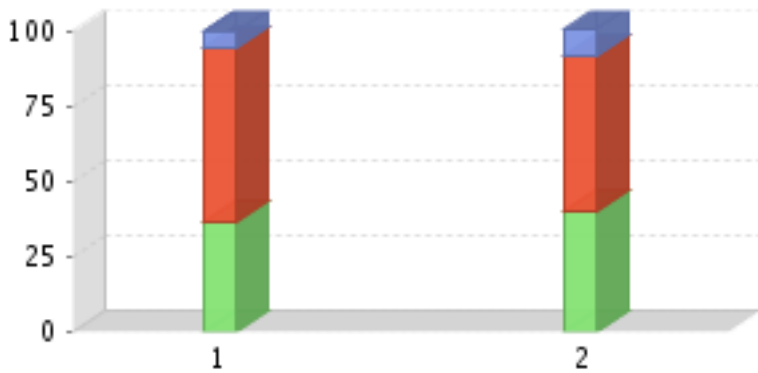
What did you think about "Creating an Effective Marketing Plan"? (Note that 1 is high and 5 is low.)



	1	2	3	4	5	Mean
1 Content	18.75% (6)	34.38% (11)	28.12% (9)	15.62% (5)	3.12% (1)	2.5
2 Francis Wyburd	14.29% (5)	28.57% (10)	34.29% (12)	17.14% (6)	5.71% (2)	2.71

Response: 35

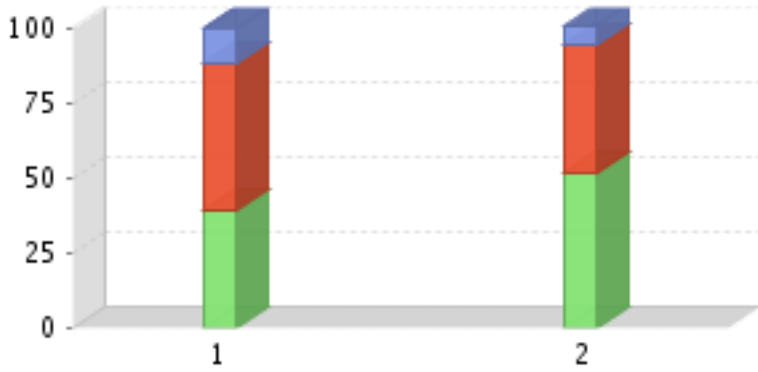
What did you think about "Maximising Sales Channel Performance"? (Note that 1 is high and 5 is low.)



	1	2	3	4	5	Mean
1 Content	36.36% (12)	57.58% (19)	6.06% (2)	0% (0)	0% (0)	1.7
2 Philip Bourne	40% (14)	51.43% (18)	8.57% (3)	0% (0)	0% (0)	1.69

Response: 35

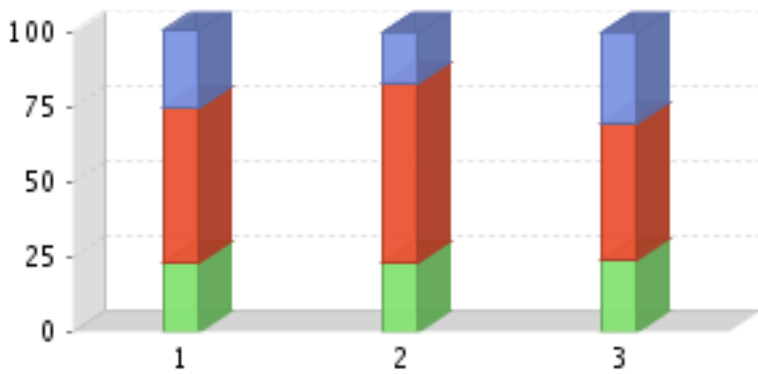
What did you think about "How to Build a Compelling Action Plan that will Succeed"? (Note that 1 is high and 5 is low.)



	1	2	3	4	5	Mean
1 Content	39.39% (13)	48.48% (16)	12.12% (4)	0% (0)	0% (0)	1.73
2 Justin McCarthy	51.43% (18)	42.86% (15)	5.71% (2)	0% (0)	0% (0)	1.54

Response: 35

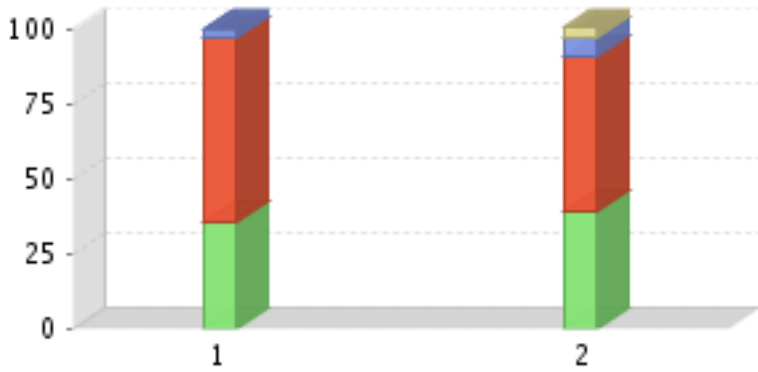
What did you think about "Marketing Collateral - what, why, when, whose?" (Note that 1 is high and 5 is low.)



	1	2	3	4	5	Mean
1 Content	22.86% (8)	51.43% (18)	25.71% (9)	0% (0)	0% (0)	2.03
2 Neil Gregory	22.86% (8)	60% (21)	17.14% (6)	0% (0)	0% (0)	1.94
3 Stacy Ives	24.24% (8)	45.45% (15)	30.3% (10)	0% (0)	0% (0)	2.06

Response: 35

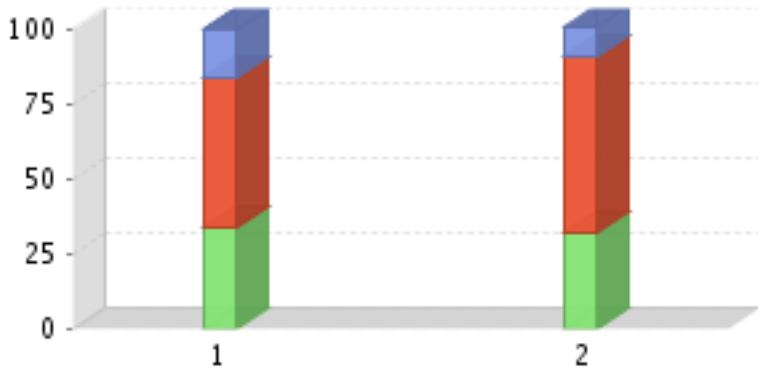
What did you think about "Who's Using Social Networking for Marketing?"? (Note that 1 is high and 5 is low.)



	1	2	3	4	5	Mean
1 Content	35.48% (11)	61.29% (19)	3.23% (1)	0% (0)	0% (0)	1.68
2 Phi Lawman	39.39% (13)	51.52% (17)	6.06% (2)	3.03% (1)	0% (0)	1.73

Response: 33

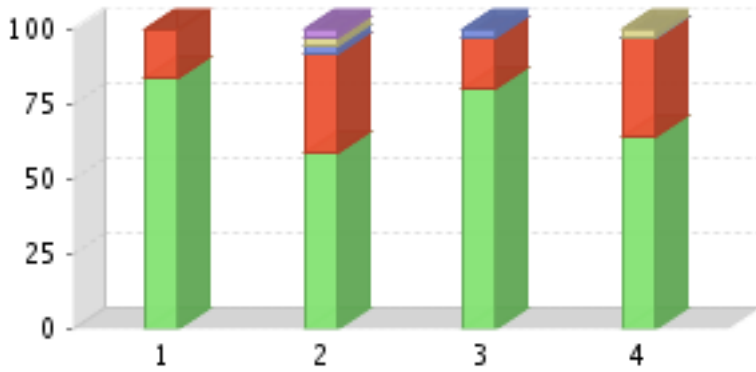
What did you think about "Board Update plus Planning the events for the rest of 2010 - Conference and Workshops"? (Note that 1 is high and 5 is low.)



	1	2	3	4	5	Mean
1 Content	33.33% (10)	50% (15)	16.67% (5)	0% (0)	0% (0)	1.83
2 Philip Bourne	32.26% (10)	58.06% (18)	9.68% (3)	0% (0)	0% (0)	1.77

Response: 31

The Conference (note that 1 is high and 5 is low):



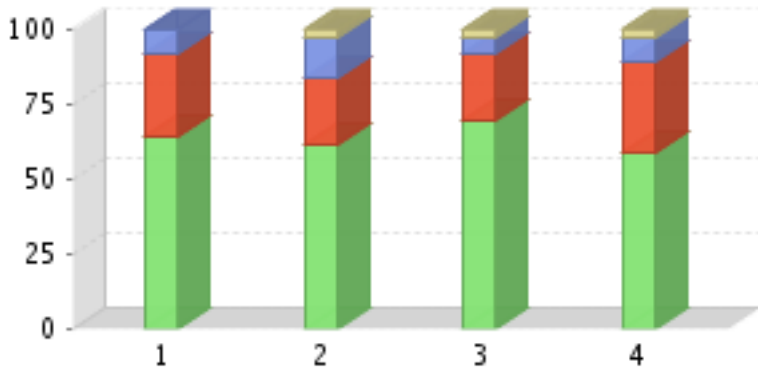
	1	2	3	4	5	Mean
1 Pre-conference information about the conference was adequate:	83.33% (30)	16.67% (6)	0% (0)	0% (0)	0% (0)	1.17
2 The conference objectives matched my objectives for the conference:	58.33% (21)	33.33% (12)	2.78% (1)	2.78% (1)	2.78% (1)	1.58
3 Registering for the conference was straightforward:	80% (28)	17.14% (6)	2.86% (1)	0% (0)	0% (0)	1.23
4 Overall, I was satisfied with the conference:	63.89% (23)	33.33% (12)	0% (0)	2.78% (1)	0% (0)	1.42

Response: 36

Optional - Enter any comments about this section (The Conference).

- 1 I found the conference very good, also excellent for networking. The only negative comment would be with regards to the teamwork exercise, I didn't feel that the guidelines were very clear, our team was very unsure on what we were supposed to be presenting. It was very valuable, but not so structured.
- 2 I'm not convinced that the sessions and topics covered matched closely enough to the title of the conference 'How to market more effectively with the same or less resources' - it would have been useful to spend time thinking specifically about which marketing activities we can do with little or no budget. I would have started with one general session about marketing strategy and planning but then moved onto the specifics of marketing on a budget. Just a thought, overall I found the conference very valuable.
- 3 Objectives of the 2 workshops on "Defining an appropriate Marketing strategy" and "creating an effective marketing plan" were difficult to achieve because I think we spent not enough time (1:40 hours), with few number of marketing managers in the room and maybe because of the facilitator. Rest of the 2 days workshop was great.
- 4 I would have liked more discussion time during Pulse of the industry as this tends to generate ideas for future topics for conferences and workshops but also means we get to discuss as a group any issues, questions or positives we may have.
- 5 I was unable to attend Day two of the conference due to prior commitments.
- 6 The marketing section by Francis was out of date, the exercises were not focused enough (associated briefing document too long and objectives unclear). If money is being spent on external speakers, rather spend more and get really strong marketeer with latest information and approaches (not slides presented from 4 yrs ago).
- 7 I was hoping for more relevant content from the marketing section, there were a number of slides that the presenter highlighted were re-hashed or old content. It seemed to me the value of the session was more the work the delegates undertook in the break out (once they'd got to grips with the content rich case study) than from the topic expert. Just a personal opinion. I fully value the breakout sessions, but would like some expert content to support this that is relevant and of value add.
- 8 Just felt there was a lot more presentation and less discussion at this conference. I got most value from break out discussions.
- 9 Francis Wyburd's session was interesting but there was far too much detail for the breakout session work. once he came round and gave a succinct explanation of what was needed, it helped a lot but considerable time was lost with an unclear objective. As most people in each group were not marketeers, there needed to be more clarity.
- 10 Apologies for missing most of the first day
- 11 Delighted with the attendance, though with so many and such diversity, there were times when of course all viewpoints were not able to be heard/aired.

The Conference Facilities (note that 1 is high and 5 is low):



	1	2	3	4	5	Mean
1 The conference location provided effective facilities and services to enable successful sessions:	63.89% (23)	27.78% (10)	8.33% (3)	0% (0)	0% (0)	1.44
2 The meals provided were adequate:	61.11% (22)	22.22% (8)	13.89% (5)	2.78% (1)	0% (0)	1.58
3 The conference hotel was comfortable and spacious:	69.44% (25)	22.22% (8)	5.56% (2)	2.78% (1)	0% (0)	1.42
4 Overall, I was satisfied with the conference facility:	58.33% (21)	30.56% (11)	8.33% (3)	2.78% (1)	0% (0)	1.56

Response: 36

Optional - Enter any comments about this section (The Conference Facilities).

- 1 A place easier to reach for people from continental Europe would be a plus. Maybe nearer to a bigger airport.
- 2 The breakfast and the evening meal were both very good, but the lunch time buffet on the Thursday was not great. I found it unusual with the swimming pool facilities in the bar/restaurant area, you could smell the swimmingpool when you were in the bar/restaurant area.
- 3 Regularly had trouble with the internet. The lobby smelt like the pool. The staff was very slow with standard requests.
- 4 Speaking to some of the CEEdMA veterans some of the previous venues, such as Warwick with the ghost tour, sounded fun: it's always nice to get off site for a couple of hours and do some kind of activity as a group. If we have the next event in Munich I could organise a tour of local bier gardens :-). But on a serious note, I would be more than willing to help out with researching events/ activities local to your next venue if it's something the board would be interested in but it's more a case that no one has time to organise. Just let me know.
- 5 room layout was awkward.....hard to get to seats.....hard to talk to people.....hard to mingle.....realise this is a large group but we need to look for a better layout next time
- 6 The lay out of the room I felt was not conducive to discussion and collaboration.
- 7 Internet was a little unreliable...
- 8 Southampton is not easy to reach from the continent ;-)
- 9 Excellent facilities and the lunch was first class.
- 10 Was a bit disappointed with the evening meal after the excellence of the food during breakouts, thought portions were a bit paltry, but great to have a separate dining room and service was excellent. Good location, easy to get to and conference room worked brilliantly.
- 11 Much better than Bristol - easy to find, plenty of parking, no smoking bedrooms.....
- 12 internet access was really expensive and very unreliable. £30 to connect for the duration is ridiculous.
- 13 bad acoustic insulation from outside in the bedroom.
- 14 A very good facility on all counts - only downside would be probably the breakout sessions, but that is nit picking.

The duration of the conference was:

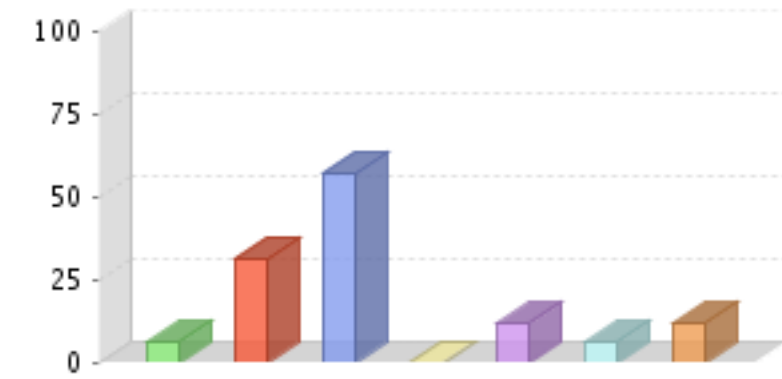


1 - Too long	0% (0)	2 - Just right	100% (33)
3 - Too short	0% (0)		

Mean: 2

Response: 33

How did you hear about this conference? List all that apply.



1 - Website	5.71% (2)	2 - Newsletter	31.43% (11)
3 - Email invitation	57.14% (20)	4 - Telephone invitation	0% (0)
5 - From a colleague	11.43% (4)	6 - From another member	5.71% (2)
7 - Other (please specify)	11.43% (4)		

Response: 35

What did you like most about this conference?

- 1 Very good turnout made the discussions valuable as there were a diverse set of compnaies and people.
- 2 Networking and meeting people with similar experience.
- 3 Networking and the discussions
- 4 networking with professionnals, Philip's presentation & together discussion on usage of social learning
- 5 Networking
- 6 The opportunity to take a break from my day job, participate in an environment which generates craetivity and innovation and to network with industry peers
- 7 The chance to network and meet people with experience in this industry.
Hearing the 'management' view on marketing.
Justin's session on executing on your plan- this really helped me think through my plan and I'm sure I will use some of his techniques in my daily marketing planning.
- 8 workshops - there were a lot of marketing ideas during workshops, this has given me a good start in education business. it allow me to understand how other company to manage their business, what challenge they are facing at the moment.
- 9 Experience from skeakers, informal discussions with peers
- 10 networking
Q+A
All-in fees make it easy on budgets
- 11 Networking
- 12 sharing of how social media tools are being used by companies
- 13 Discussion, networking with everyone as ever is the most beneficial and rewarding.
- 14 Networking and the discussions
- 15 Active involvement and general member interaction.
- 16 the interactive parts and knowledge sharing
- 17 Sharing ideas.
- 18 Great calibre of people present from good mix of companies, great opportunity to network and ample time to do it. Felt not rushed so timing was really good.
listening to others ideas that are new to me is quite motivating
- 19 Sharing experience with other member in the workshops
- 20 Networking
- 21 networking
excellent venue, well equipped, plenty of space, good food
Justin's "making a plan" pitch was excellent and I will really use the outcomes
- 22 Break out discussions and networking
- 23 Frances' session was very insightful, as was Justin's session - this gave me great thought into thinking for myself more when prompted by others rather than seeking advice and suggestions from others straight away
- 24 networking as usual adn the increased numbers made for additional input of ideas in the open sessions
- 25 pulse of industry-
- 26 content very relevant, nice hotel, opportunity to network with fellow Training Managers who have the same challenges and.. always enjoy meeting and listening to Phil L. present
- 27 As always the opportunity to mix, discuss and network with my contemporaries in the industry was the best part of the conference.
- 28 All of the sessions and the additional discussions surrounding the topics and break out sessions

- 29 Networking opportunity and open "presentation-free" discussion in sessions
- 30 The people we get to interact with
- 31 Opportunity to discuss industry trends with other vendor training professionals and networking

What did you like least about this conference?

- 1 Being in Portsmouth on Friday afternoon and living in North Yorkshire.
- 2 Charge for internet use.
- 3 The location was a bit too far from the main airports
- 4 The marketing piece was quite disappointing. I found it unclear, with a not adequate timing and a poor presentation
- 5 Content was too vague
- 6 Sales topics are less relevant to the business model at Autodesk
- 7 Francis' sessions were a bit general, a bit too high level and I'm not sure I got so much out of them. But perhaps this is because I was coming at them from a marketing perspective- perhaps this was the right level for the majority of attendees- managers, directors etc
- 8 Pulse results were not useful as they could not be attributed by size of company and I suspect multiple replies from same company
- 9 too many breakouts and group feedback sessions
not enough overall dialogue with all members in the room
- 10 I found the Marketing section confusing and did not really have a goal or clear direction, however I liked splitting in to the small groups and found this very beneficial, but not enough time to present back to group.
- 11 flying into Southampton and losing my baggage ;-)
- 12 Not being able to attend both days (my fault)
- 13 the marketing piece I felt was not as up-to-date as it could have been.
- 14 Marketing slides
- 15 nothing
- 16 being talked at!
- 17 not being able to attend day 1
- 18 Marketing is a very restricted activity for me as it is all prepared centrally with little or no input from individual countries. It may have been good to have a session on "informal" marketing as this is all I am left with.

The result is that not all of the content was relevant for me.
- 19 N/A
- 20 Nothing - not the most important topic to me but still got great value
- 21 Nothing...

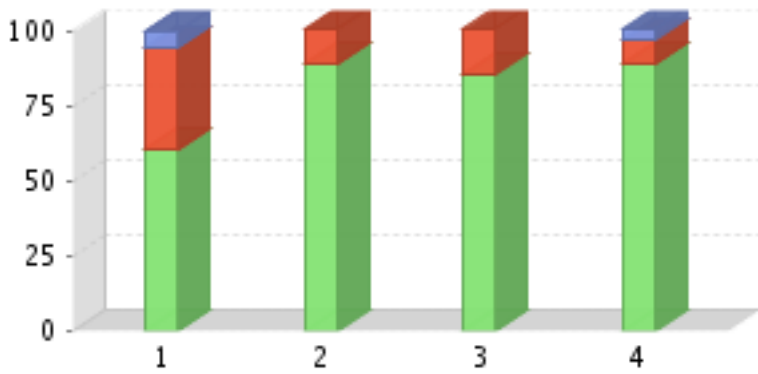
How would you improve this conference?

- 1 Provide more freedom in group exercises for the people involved to structure the output in a way that is valuable to them.
- 2 It was my first conference, so I find it difficult to say.
- 3 More concrete learnings - everything was too vague
- 4 Difficult to say. I think we have a good balance of presentation, discussion, breakouts and networking opportunities.
- 5 I think I've already answered this in other questions but to summarise: specific session(s) on marketing on a budget, some kind of social activity one evening.
- 6 More time for informal discussions / exchanges :
- during the sessions (less ppt slides)
- between the sessions (breaks)
- 7 better room layout

better feedback from members...see above

More focused discussion on who is increasing/decreasing business/prices/budgets/heads
- 8 more interaction and dialogue between all members during each topic
- 9 Capturing and publishing the "pearls of wisdom" and "best practise" or any other content of value.
- 10 More case studies
- 11 if using the same venue, night out to Gunwharf key (maybe optional Wednesday night activity?). But then again its nice to all be on one site together
- 12 see above
- 13 change the layout of the meeting room for such a big group. setup the tables in a different way : rounds setup?
- 14 While the opportunity to discuss the topic is very valuable I felt that there was sometimes too much reliance on this and not enough substance to the presentation.
- 15 N/A
- 16 ?
- 17 A wider mix of people attending from other lobs within the larger vendors

Based on my experience at this CEEdMA Conference:



	Yes	Maybe	No	Mean
1 My productivity will improve:	60% (21)	34.29% (12)	5.71% (2)	1.46
2 I will attend a future CEEdMA Conference:	88.57% (31)	11.43% (4)	0% (0)	1.11
3 I will recommend CEEdMA Conferences to my colleagues:	85.71% (30)	14.29% (5)	0% (0)	1.14
4 I will recommend CEEdMA Membership to colleagues in other companies::	88.57% (31)	8.57% (3)	2.86% (1)	1.14

Response: 35

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