

**Paul J. Gibler,
The Web Chef
Program Evaluations 2002**

Question	IABC Indianapolis	Media Communications Association International	Fargo Moorhead Ad Fed	Bismarck/Mandan Ad Fed	Advertisers of Dubuque	South Dakota Advertising Federation
	10/15/2002	5/23/2002	3/19/2002	3/20/2002	3/14/2002	1/24/2002
	Average Rating	Average Rating	Average Rating	Average Rating	Average Rating	Average Rating
1. The presenter demonstrated mastery of the subject:	6.29	6.5	6.34	6.16	5.95	6.35
2. The presentation was relevant to my work:	5.88	5.25	5.61	4.47	4.77	5.69
3. My understanding of key internet marketing concepts was enhanced:	5.33	5.95	5.92	5.32	5.32	5.54
4. The visual aids and methods used to present the material supported the presentation:	6.35	6.28	6.16	6.32	5.18	6.08
5: The overall program was interesting and informative:	6.00	6.10	6.31	5.74	5.55	5.88
# Respondents	17	20	31	19	22	26

Rating Scale: 1= Strongly Disagree, 4 = Neutral, 7 = Strongly Agree

Comments - IABC Indianapolis:

My organization is just now exploring e-newsletters and web advertising

Would like more time on this topic Debbi Rabb, debbierabb@elangham.com

I really enjoyed learning about new advertising techniques with newsletters. Kelly Carney, carneykelley@uaca.com

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Good for persons new to the topic. Dan Shaffer, dshaffer@etstan.com

Wonderful, but a bit too fast. They needed to give you a bit more time. Can you come back and present again? Can you recommend classes/seminars to learn more?
Amy Miller amiller@usafunds.org

Comments - MCAI:

Thanks

A neat solution to the internet language problem: conclaveobscurum.ru, a multilingula site which labels all its buttons in Latin. Jeannie Bergman, Fibitz
I enjoyed the presentation.

Specific, audience related examples were very helpful.

Please e-mail me the powepoint presentation, very informative. Kari Bolger, bolger@bminet.com

Great stuff. Keith Katers, American Family Insurance katers@amfam.com

Introducing yourself to individual before the presentation and your chef outfit works great. 1. People pay attention better once a personal contact is made. 2. People remember your presentation better due to something out of the ordinary (i.e. your chef outfit correlating to the Shake & Bake concept. Greg Simons
thesimonsfamily@yahoo.com

Very interesting & moved along quickly. I learned a lot. Andrea Blader, ablader@madison.com

Comments - Fargo/Moorhead:

Enjoyed the talk, learned new things.

Great! Informative.

Great Presentation, Paul! I'd like access to your presentation, but don't have cards along. Nikkie Gullickson

I'd be interested in you looking at our site and telling us what you think. <http://www.academicagencie.com>

I would like to have a handout of the presentation because the content was so much and was very informative and helpful.

I wish we would have had more time to go in depth on some topics. Good - excellent information!

Liked how speaker made reference to attendees websites pointing out good features.

Liked connection with the audience. Networked before the meeting starting and then connected with them during the meeting.

Liked how speaker incorporated pre-meeting survey results into the presentation

Very good.

Enjoyed very much - learned a lot about new and alternative concepts.

Please e-mail the presentation.

Excellent

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I need to remember to read the directions first! Great presentation. Nice creative concept. Please send the presentation.

Excellent, a wealth of knowledge.

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Comments - Bismarck/Mandan:

Very interesting! The web advertising continues to change and it's difficult to keep up. Thank you for the insights.
This was valuable info, even for the "beginner".
Presenter did not check out his equipment before presentation. He did not have control of his equipment.
Some terms were mentioned, but what did they mean? In other words way over my head in some ways.
Very interesting! Gave some great points and also helped me as a user.
Very interesting enjoyable speaker.
Very helpful. For a beginner it would help to include some how to info. Where do I go to sell space, buy space on the website?

Comments - Dubuque:

Too many gimmicks. Very knowledgeable.
Lots of valuable information. Unfortunately there wasn't enough time to adequately cover the various topics as fully as I would have liked. This would be even better as a 3 hour seminar. Would you consider doing something like that?
I'm not involved with developing websites at work, but did find the presentation interesting.
Too many problems with PowerPoint during the presentation. Probably due to resolution problems between the graphics screen capture and the projector.
had some technical difficulties.
I thoroughly enjoyed the presentation. I especially enjoyed learning the various ways in which people are advertising on the Internet. Thank you.
Way too much information covered in an hour. Presenter should have picked several key concepts and covered them more in depth as opposed to skimming over too much info and not thoroughly explaining anything. The subject matter is all interesting and imp

Comments - Sioux Falls:

I wish we had more time
Need to have him in for a full afternoon seminar
Not focused, tried to cover too much
A little long
Paul would be great to have again, w/a market wide invite, am/pm seminars. Many retailers would have an interest
Fun to know the "behind" information of a website.