

| Question | Knoxville Ad Fed | Charleston Ad Fed | | | |
|---|------------------|-------------------|--|--|--|
| | 1/30/2003 | 5/21/2003 | | | |
| | Average Rating | Average Rating | | | |
| 1. The presenter demonstrated mastery of the subject: | 6.69 | 6.57 | | | |
| 2. The presentation was relevant to my work: | 5.15 | 5.29 | | | |
| 3. My understanding of key internet marketing concepts was enhanced: | 5.69 | 6 | | | |
| 4. The visual aids and methods used to present the material supported the presentation: | 6.00 | 6.29 | | | |
| 5: The overall program was interesting and informative: | 6.23 | 6.29 | | | |
| # Respondents | 13 | 7 | | | |

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

Comments - Knoxville Ad Fed

Thank you Paul. Shelton Haynes

Great!

Lots better location & food. Some information was too "techno".

We appreciate your time Paul. Frank Nystrom

Comments - Charleston Ad Fed

Very informative - will be re-designing and redirecting websites and this was helpful information to obtain prior to this reconstruction of our site. Tess Hughes

Maybe your mastery of the subject was a bit too well, b/c there was a lot of assumption of everyone's understanding of industry terms and applications. We could have had all day on this subject!! - interesting, hjones@adamsoutdoor.com