

**Econoprint**  
Connecting With Customers  
Print, Phone, Pixels  
6/22/04

Question	Econoprint	Econoprint
	Morning Session	Afternoon Session
	6/22/2004	6/22/2004
	Average Rating	Average Rating
1. The presenter demonstrated mastery of the subject:	6.39	6.16
2. The presentation was relevant to my work:	5.71	5.32
3. My understanding of key internet marketing concepts was enhanced:	5.75	5.52
4. The visual aids and methods used to present the material supported the presentation:	6.21	6
5: The overall program was interesting and informative:	6.24	5.80
# Respondents	28	25

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

***Comments Morning Session:***

1. Thought this seminar would be more geared toward small business. Currently we get almost all leads from home shows. Need ideas on how to get more leads & what's the best source for that. Good overall info though. Kelly Pemper, Bathroom Crafters of Lake County
2. Well presented, good flow. Consider talking more about testing. When using acronyms RSS, B2B define it.
3. I would be interested in other marketing sessions & would include my other managers. Jean Fuller Dental Health
4. Good use of time. Perhaps a follow-up to target specific areas?

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5. Excellent! Excellent! Excellent! Really liked how you incorporated personal stories with your content. The online marketing references are fantastic. Having the slides was very helpful to following along & helped reduce the note taking & focus on the presentation. I commend Econoprint for putting on such a fine program. The speaker was extremely knowledgeable. I would definitely go see Paul Gibler again. Thank you Econoprint! Carrie Mainquist, Applied Tech
6. Great presentation! Very informative and applicable. Personal introductions was a nice touch! Joy Zander Bizfilings.com
7. Really like having the printed version of that presentation and the list of resources. Presentation generated many ideas. Chris Wood Rural Insurance
8. Nothing new - over use of power pt. Lots of definitions. Give me something to actually use.
9. I really enjoyed the presentation. I felt that Paul knew what he was talking about and referenced some very credible sources. Beth Arnesen
10. Very well done.
11. Hard to change the mind set at my work about driving the message for the customer. Nice to have visuals in the packet, but some too small. I liked that the seminar was only 1/2 day. Would have loved cookies for the second break. The facilities are very nice. The speaker was very knowledgeable. Nice to have question and answer session.
12. Appreciate current data on notes, e.g. June 2004 do not e-mail. Shows you update your presentation! Jance Busch
13. Chef's outfit created a disconnect for me - although Paul's knowledge and expertise kept my attention. Great handout with resource list! The presentation was very good. It got even better when Paul invited questions/interaction from us. Paul's presentation was chock full of learning nuggets I can use today when I return to work. I appreciated his energy.
14. Handouts - some slides, particularly the examples are too difficult to read. Interesting. Great pace. Christine Jersild Oriel
15. Great use of examples! Animation in speech keeps it interesting.

***Comments afternoon:***

1. Econoprint suggestions: Handout in color! or red pen so notes stand out.
2. Rushed the second half because took too long on first half. Put solutions first?
3. Section on direct marketing reminded me of a college class. No new info. Would have liked more on web and less on direct mail. More on CRM database; e-mail strategies. Could eliminate telemarketing segment. One break is enough.
4. I would prefer to have ppt pages in notes format or outline so that it is easier to make notes. Trish Spanbauer
5. Thank you! This will help us move forward into e-mail.
6. too fast - too much info for the space would have liked to have more time.
7. Too much time spent on email telemarketing. No coverage of online advertising, i.e. websites. Overall pretty good presentation.
8. Good resources/references. Handouts difficult to read some slides. Prefer more interactive presentations. Tamara Brown

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9. Good ideas to take back that are more current, relevant and can supplement other marketing activities. Great web/internet email info. Viral marketing great term for word of mouth.
10. Paul is extremely knowledgeable & his information is up-to-date (technology) Darcy Little
11. Room layout was very comfortable and complimented presentation. Lots of good resources given. Tonia Frenzel Humane Manufacturing
12. Needed to be a full day - more info than time allowed. Very interesting - appreciated the resources you gave. Jennifer Smith, Wisconsin Counties
13. Very informative!