Thank you for attending the Innovations in Social Marketing Conference. The steering committee is interested in getting feedback from attendees on several issues. Your comments will help us plan a better conference next year that may also better suit your needs. Please take a few minutes to complete this short evaluation and put in the designated Registration Table. Please print your answers.

Overall Evaluation of Conference

<table>
<thead>
<tr>
<th></th>
<th>Excellent</th>
<th>Good</th>
<th>Average</th>
<th>Below average</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Overall program content</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2. Structure and length of conference</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>3. Relevance to my responsibilities</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>4. Improvement in my knowledge of the subject</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>5. Opportunities to participate in discussion and ask questions</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>6. Opportunities for exchange of ideas and experiences</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>7. Conference location</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>8. Speakers/presenters</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

9. What part(s) of the conference did you enjoy the most? (Check all that apply.)
   - Keynote speaker
   - Networking breaks
   - Panel presentations
   - Focus on cutting edge issues
   - Poster sessions
   - Other (please specify) ________________
   - Panel discussions

10. If you did not like the poster and/or panel formats, please describe a format that you would like to see: ______

11. Did you enjoy the poster sessions?
   - Yes ________________
   - No ________________
   Please explain your chosen response. ________________________________________________

12. Were there any presentations you felt were not appropriate for the conferences?
   - Yes ________________
   - No ________________
   If so, please specify. ________________________________________________


13. Please list any themes for next year’s conference that you would like considered: 

__________________________________________________________________________

__________________________________________________________________________

14. Please list any speaker(s) you think should be considered for next year’s conference. If you have a contact address or phone number, please provide that information also.

<table>
<thead>
<tr>
<th>Speaker Name</th>
<th>Contact Address/Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

15. Please list any location(s) you would like to be considered for the site of future ISM conferences.

__________________________________________________________________________

__________________________________________________________________________

16. What sector do you primarily represent? (Choose one.)

Federal government ........................................ [ ]
Other university department ............................ [ ]
State government ............................................ [ ]
Voluntary nonprofit ....................................... [ ]
Local government .......................................... [ ]
For-profit business ....................................... [ ]
School of Marketing ....................................... [ ]
Private consulting or PR firm ........................... [ ]
School of Public Health ................................... [ ]
Government contractor .................................... [ ]

17. Did you attend the Social Marketing and Public Policy Conference held just prior to this conference?

Yes ........................................ [ ]
No ............................................ [ ]

18. What was the main reason(s) you attended the Innovations in Social Marketing Conference? (Check all that apply.)

To meet people ............................................. [ ]
To obtain educational benefits ..........................[ ]
To keep in touch with colleagues ..................... [ ]
To network ................................................ [ ]
To maintain high profile ............................... [ ]
Other (please specify) .................................... [ ]

______________________________________________

19. Did you think the theme (Cutting Edge Issues in Social Marketing) of this year’s conference was appropriate?

Yes ................................................. [ ]
No ............................................... [ ]

Please explain your chosen response.

__________________________________________________________________________

__________________________________________________________________________
20. Do you think the conference provided an appropriate balance of panel discussions, panel presentations, poster sessions, and networking breaks? If no, why?

________________________________ ________________________________ ______________________
________________________________ ________________________________ ______________________
________________________________ ________________________________ ______________________
________________________________ ________________________________ ______________________

21. Did you find the conference planning staff responsive and courteous?

Yes................................ ........... No ................................ ...........

22. How likely are you to attend next year’s conference?

Very likely ...............................  □
Somewhat likely ........................  □
Maybe ......................................  □
Definitely not ............................  □

23. Please add any additional comments:

________________________________ ________________________________ ______________________
________________________________ ________________________________ ______________________
________________________________ ________________________________ ______________________
________________________________ ________________________________ ______________________
________________________________ ________________________________ ______________________

Thank you.
Please leave your completed evaluation at the Registration Desk.