

TMI Hot Topic 2009
The Business of Festivals & Events
The Paragon Hotel, Birmingham, April 30th 2009

Feedback Form

Q1. Please tell us how you rated the following aspects of the conference by scoring out of five, as follows:

5 = excellent, 4 = very good, 3 = satisfactory, 2 = disappointing, 1 = poor

Organisation on the day

5	4	3	2	1
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Pre-conference organisation

5	4	3	2	1
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Venue accessibility

5	4	3	2	1
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Venue catering

5	4	3	2	1
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Venue facilities

5	4	3	2	1
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Q2. Using the same scoring system, please tell us what you thought of the sessions you attended.

Taking part in the Cultural Olympiad	5	4	3	2	1
Quality of speakers					
Overall quality of session					
Overall relevance of session					

Event ticketing – getting it right	5	4	3	2	1
Quality of speakers					
Overall quality of session					
Overall relevance of session					

Marketing festivals	5	4	3	2	1
Quality of speakers					
Overall quality of session					
Overall relevance of session					

Maximising the Economic Impact of a Major Event	5	4	3	2	1
Quality of speakers					
Overall quality of session					
Overall relevance of session					

Professional tips and tricks of fundraising	5	4	3	2	1
Quality of speakers					
Overall quality of session					
Overall relevance of session					

The proof of the event is in the research	5	4	3	2	1
Quality of speakers					
Overall quality of session					
Overall relevance of session					

Evaluating the socio-cultural impacts of festivals and events	5	4	3	2	1
Quality of speakers					
Overall quality of session					
Overall relevance of session					

Q3. Please answer yes/no to the following questions:

	Yes	No
Did today meet with your expectations?		
Would you attend similar events in the future?		
Do you think today was good value?		
Do you feel what you have learned will be of future use?		
Will you be contacting exhibitors/sponsors for more information?		

Q4. Please tell us why you attended – tick all that apply:

Reason	
Workshop topics	
Networking	
Business Tourism is my priority at present	
Always attend Tourism Management Institute events	
Booking brochure attracted me	
Recommendation from colleague	
Training day	
Diversity of sessions/speakers	
Always attend British Arts Festivals Association events	
One specific speaker	

Q5. Please tell us on average how many seminars you attend each year:

One	
Two - Three	
Up to five	
More than six	

Additional Comments

Suggestions for Speakers/Workshops

Thank you for taking the time to complete this form. Please hand it in to the registration desk on your departure or alternatively it fax back to 01454 262 252.