



Educational Program Evaluation
Navigating Digital Marketing Disruption in Hospitality
 Presented by Greg Bodenlos, Brand Marketing Manager, The Charles Hotel and
 Brian Fitzgerald, VP of Digital Strategy, O'Rourke Hospitality Marketing
The Charles Hotel – Thursday, March 17, 2016

Thank you for attending today's program. Please take a few moments to tell us about your meeting experience. This will assist with future chapter programming.

Please circle the number that best describes how you felt about each meeting aspect. Please feel free to expand on any area in the comment area.

(5=Excellent, 1=Poor)

N=24	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
1. Program preparation and organization.	22	2	0	0	0
2. Effectiveness of format in conveying information.	21	3	0	0	0
3. Session content relevance to my job or my personal development.	20	4	0	0	0
4. Facility overall.	21	3	0	0	0
5. Food, including presentation and service.	17	6	1	0	0
6. Convenience of location and parking.	20	4	0	0	0
7. Overall, value of this session to you.	19	5	0	0	0
8. Please rate the registration process.	20	2	2	0	0

9. What other types of programming would you like to see or would be beneficial for your employees?

- Loved this. The program schedule covers my needs.
- Travel procurement panel – what they are looking for during RFPs?
- Google again, SEO, content specific.
- OTA info, General Managers Panel
- Specific strategies for social media platforms. What works/what doesn't.

10. Would you recommend this program to a friend or colleague? 23 Yes 0 No

Please provide any comments, suggestions for improvement or changes to the program format:

- Greg was fabulous ☺
- Fewer (briefer) information on the slides so they are easier to see ☺

Attendee Profile:

11 I am a member of HSMIAI

How long have you been involved in HSMIAI/BostonHSMIAI? (Mark [X] only once).

[6] less than 2 years [3] 2-5 years [2] 6-10 years [] over 10 years

11 I am not a member – if you are interested in membership please speak to one of the board members present or contact Julie Parent, Managing Director at (888) 792-9770 or at info@BostonHSMIAI.org