



**BOSTON CHAPTER**

**Educational Program Evaluation  
"Google Travel Trends in Motion"**

*Presented by Ed Tapan, Head of Industry for Travel, Google  
Westin Copley Place - Thursday, October 20, 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 = 32	5	4	3	2	1
1. Program preparation and organization.	30	2	0	0	0
2. Effectiveness of format in conveying information.	29	2	1	0	0
3. Session content relevance to my job or my personal development.	24	6	2	0	0
4. Facility overall.	27	5	0	0	0
5. Food, including presentation and service.	23	5	4	0	0
6. Convenience of location and parking.	24	5	2	1	0
7. Overall, value of this session to you.	22	8	2	0	0
8. Please rate the registration process.	27	1	3*	0	0

\* Something was wrong with the link

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

- Digital travel marketing
- Anything travel agent related
- Revenue optimization
- Direct bookings vs. OTAs
- Digital marketing trends
- GM Panel

10. Would you recommend this program to a friend or colleague? 28 Yes 1 No

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

- Website should list all future event dates and topics
- Great content & facility
- Felt mostly like a pump of Google [*this was the person who wouldn't recommend the program*]
- Great information presented very well – interesting and informative
- More in-depth, longer session
- Great info, great presentation
- Fantastic presentation & information

**Attendee Profile:**

14 I am a member of HSMAI

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

[ 9 ] less than 2 years                      [ 3 ] 2-5 years                      [ 0 ] 6-10 years    [ 0 ] over 10 years

17 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@BostonHSMAI.org