



THE LATEST IN SESSION EVALUATIONS

Who We Are

Feedback Systems, Inc.
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Our Clients

Since 1997, Feedback Systems has been providing cutting-edge performance monitoring solutions for major corporations, national trade organizations and governmental agencies such as Royal Caribbean Cruise Lines, John Paul Mitchell Systems, Nextel Communications, National Association of Realtors, American Psychological Association, and General Services Administration.

For more information, visit
www.feedbacksystems.com.

Our Abilities

- ✓ Gauge customer satisfaction and retention
- ✓ Discover key motivators & expectations
- ✓ Measure product alignment and relevance
- ✓ Determine brand awareness and trends
- ✓ Verify marketing effectiveness
- ✓ Identify Decision Makers
- ✓ Evaluate program changes

Our Session Evaluation Program

As a conference organizer, you know that the difference between success or failure when conducting sessions at an event can only be determined by measuring effectiveness.

To ensure that attendees are receiving the best value, organizers must be able to:

- Compare sessions
- Monitor session performance, and
- Utilize benchmark information

The Value of Feedback Systems

Feedback Systems can provide conference organizers with a third party independent performance measurement system designed to expertly collect and report data, instantly revealing the effectiveness of your sessions and programs.

With Feedback Systems in place, you'll get answers to vital questions such as:

- Were the session/event objectives clear?
- Were the session/event objectives properly communicated to attendees?
- Were the session/event objectives actually met?
- Was the speaker knowledgeable about the subject matter?
- Did the speaker successfully convey the information to attendees?
- How effectively was the attendee engaged/informed at your conference?
- Did the knowledge attendees received lead to improved job performance?
- What were the benefits received by the attendee?
- Would your attendees recommend the session/event to their colleagues?
- Was the session/event administered well?
- What kinds of sessions/events would your attendees like to see included at future conferences?
- How could the sessions/event be improved?

Feedback Systems can answer these and other vital questions by providing a unique and customizable combination of on-site and post-event surveying solutions.