

TECH THURSDAYS CHICAGO 2014
Participant Evaluations by Session

| SESSION #1 - WEBSITES, e-COMMERCE & ONLINE STORES - Patricia Arnold, Phoenix Strategic Communications (54 Evaluations) | | | | | | | | |
|---|---|------------|---------------|-------------|------------------|----------|-----------|----|
| Number | Question | Responses | Yes | % | No | % | Maybe | % |
| 1.1 | Do you understand the importance of planning and good design in the development of a website? | 53 | 52 | 98 | 0 | 0 | 1 | 2 |
| 1.2 | Do you understand the central role of the website in e-Commerce? | 52 | 50 | 96 | 0 | 0 | 2 | 4 |
| 1.3 | Did you learn enough to understand if e-Commerce is a potential solution for your business? | 50 | 43 | 86 | 2 | 4 | 5 | 10 |
| 1.5 | Would you like to learn more about this topic? | 50 | 39 | 78 | 1 | 2 | 10 | 20 |
| | | Low | Medium | High | Very High | ? | NR | |
| 1.4 | How much value did you receive from today's session? | 2 (4%) | 5 (10%) | 25 (49%) | 19 (37%) | 0 | 3 | |
| SESSION #2 - DIRECTORIES, SOCIAL MARKETING & EMAIL MANAGEMENT - Heather Carper and Henri Parker (60 Evaluations) | | | | | | | | |
| Number | Question | Responses | Yes | % | No | % | Maybe | % |
| 2.1 | Do you understand the importance of having a strategy before you begin a social media campaign? | 60 | 58 | 97 | 1 | 2 | 1 | 2 |
| 2.2 | Do you understand how optimizing email campaigns with social media can improve the results? | 60 | 51 | 85 | 6 | 10 | 3 | 5 |
| 2.3 | Did you learn enough to understand that each social media application has a unique audience? | 59 | 49 | 83 | 1 | 2 | 9 | 15 |
| 2.5 | Would you like to learn more about this topic? | 58 | 53 | 91 | 1 | 2 | 4 | 7 |
| | | Low | Medium | High | Very High | ? | NR | |
| 2.4 | How much value did you receive from today's session? | 1 (2%) | 9 (16%) | 20 (35%) | 27 (47%) | 0 | 3 | |

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| SESSION #3 - ONLINE PRODUCTIVITY & CLOUD TOOLS (SaaS) - Jeff Hays, Corbett, Duncan & Hubly PC (59 Evaluations) | | | | | | | | |
|---|--|------------|---------------|-------------|------------------|----------|-----------|----|
| Number | Question | Responses | Yes | % | No | % | Maybe | % |
| 3.1 | Do you understand the potential cost and performance benefits of using cloud services? | 58 | 51 | 88 | 1 | 2 | 6 | 10 |
| 3.2 | Do you understand how using a cloud service could make your data more secure? | 59 | 53 | 90 | 2 | 3 | 4 | 7 |
| 3.3 | Did you learn enough to create a plan for moving some of your operations to the cloud? | 59 | 32 | 54 | 8 | 14 | 19 | 32 |
| 3.5 | Would you like to learn more about this topic? | 57 | 51 | 89 | 5 | 9 | 1 | 2 |
| | | Low | Medium | High | Very High | ? | NR | |
| 3.4 | How much value did you receive from todays session? | 0 | 12 (20%) | 28 (47%) | 18 (31%) | 1 (2%) | 0 | |
| SESSION #4 - CROWDFUNDING, ONLINE BANKING & CASH MANAGEMENT - Brian Powers, Blue Ocean Logic & Panel (62 Evaluations) | | | | | | | | |
| Number | Question | Responses | Yes | % | No | % | Maybe | % |
| 4.1 | Do you understand each of the four categories of crowdfunding? | 59 | 50 | 85 | 0 | 0 | 9 | 15 |
| 4.2 | Do you understand how crowdfunding projects can help manage financing and cash flow? | 62 | 55 | 89 | 2 | 3 | 5 | 8 |
| 4.3 | Did you learn enough to understand how crowdfunding campaigns benefit from well designed websites, email and social media plans? | 61 | 50 | 82 | 2 | 3 | 9 | 15 |
| 4.5 | Would you like to learn more about this topic? | 59 | 46 | 78 | 4 | 7 | 9 | 15 |
| | | Low | Medium | High | Very High | ? | NR | |
| 4.4 | How much value did you receive from todays session? | 1 (2%) | 10 (17%) | 23 (38%) | 26 (43%) | 0 | 2 | |