



## GENERAL EVALUATION FORM

1<sup>st</sup> ICMA General Meeting - Dublin, Ireland

Please complete and give to the ICMA Head Office staff before leaving Dublin or fax to Head Office on +31 (0)20 638 2371. Returned questionnaires will remain confidential. Thank you.

**GENERAL****1. Is this your first ICMA (formerly FAPIA) General Meeting?**

yes (go to question 3)  
 no

**2. How would you compare this General Meeting to the last one you attended?**

better  
 the same  
 less good

If better, why?

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If less good, why?

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**3. What motivated you most to register for Dublin? 1 = not important, 5 = very important**

Plenary Day content \_\_\_\_\_  
Publishers' Meeting \_\_\_\_\_ or n/a  
Sales Managers' Workshop \_\_\_\_\_ or n/a  
Ad Exchange Refresher \_\_\_\_\_ or n/a  
CFO Meeting \_\_\_\_\_ or n/a  
Networking / Social contact \_\_\_\_\_  
Other \_\_\_\_\_

**4. To what extent did it meet your expectations?**

(1 = below, 5 = exceeded)

Plenary Day content \_\_\_\_\_  
Business Meeting \_\_\_\_\_  
Publishers' Meeting \_\_\_\_\_ or n/a  
Sales Managers' Workshop \_\_\_\_\_ or n/a  
Ad Exchange Refresher \_\_\_\_\_ or n/a  
CFO Meeting \_\_\_\_\_ or n/a  
Networking / Social contact \_\_\_\_\_  
Other \_\_\_\_\_

**CONFERENCE PROGRAMME****5. Which sessions did you attend on the Plenary Day and how would you rate them? (1 = poor, 5 = excellent)****Single Track:**

Jonathan Turpin (fish4) \_\_\_\_\_  
 Debate: Publishers' Cocaine \_\_\_\_\_

**Strategic Track:**

Panel: Content \_\_\_\_\_  
 Cathy Neale (IPC) \_\_\_\_\_  
 Ciaran Barrett (Vodafone) \_\_\_\_\_  
 Frank Ludvigsen \_\_\_\_\_  
 Matthias Entenmann (PayPal) \_\_\_\_\_

**Operational Track:**

Panel: Pricing & Packaging \_\_\_\_\_  
 David Waghorne \_\_\_\_\_  
 Panel: Marketing \_\_\_\_\_  
 Kim Lehto (Digiscope) \_\_\_\_\_

**Single Track:**

Reinier Bouman (Marktplaats) \_\_\_\_\_  
 Will Bromage (MSN) \_\_\_\_\_

**6. Which session did you find the most valuable?**

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Why?

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**7. What was the least valuable session?**

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Why?

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**8. What are your comments on the sessions and/or presenters in general?**

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**9. Did you like the twin-track structure?**

- yes
- don't mind
- no

If not, what could we do to improve it?

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**10. Did the programme content match the "Portfolio Management" theme?**

- yes
- no

If not, what should have been included?

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What should have been excluded?

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**SOCIAL PROGRAMME**

**11. How would you rate the following social events/facilities you attended/used on a scale of 1 to 5? (1 = poor, 5 = excellent)**

- ICMA Member Lounge \_\_\_\_\_
- Meet & Greet Lunch \_\_\_\_\_
- Land, Sea & Whiskey Tour \_\_\_\_\_
- Welcome Reception \_\_\_\_\_
- Dutch Delight \_\_\_\_\_
- ICMA Gala Party \_\_\_\_\_
- ICMA Golf Tournament \_\_\_\_\_

**12. What else would you like to see on the social programme next time?**

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**HOTEL / CONFERENCE ROOMS**

**13. How would you rate the Radisson SAS, St. Helen's Hotel overall on a scale of 1 to 5? (1 = poor, 5 = excellent)**

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**14. What facilities/features would you like to see at future venues?**

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**INFORMATION AND SUPPORT**

**15. Did ICMA Head Office provide clear and easy to follow instructions building up to the conference?**

- yes
- don't know
- no

If not, what could we do to improve this?

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**17. How would you rate the 1st ICMA General Meeting overall? (1 = poor, 5 = excellent)**

**FUTURE GENERAL MEETINGS**

**18. The 2nd ICMA General Meeting, hosted by viavia, will take place in The Hague, The Netherlands, 6–8 May 2004. How likely are you to attend this event on a scale of 1 to 5? (1 = not very likely to attend, 5 = definitely will attend)**

**19. What theme and/or topics should we consider for future General Meetings?**

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**20. Would your paper be interested in hosting an ICMA General Meeting? (see hosting information pack in the conference folder for more information)**

- yes
- no

If yes, in which city are you located?

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**COMMENTS**

**21. Any further comments:**

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Thank you for your time. Your feedback is important to us.

Please hand in this form to Head Office staff before you leave or fax it over when you get back.