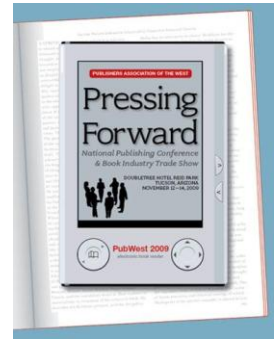


# PUBWEST 2009 PARTICIPANT EVALUATION

Your comments are important to us! Please complete this form and return it to the registration desk or mail it to PubWest, 17501 Hill Way, Lake Oswego, OR 97035.

Return your completed evaluation to the registration desk before the close of conference (Saturday, 11/14) to be entered in a drawing for a *free* bookstore gift certificate! The winner will be notified by mail.



Please check the sessions you attended:

## Intensives:

- Publishing 101
- Adobe Creative Suite 4
- Digital Workshop

## Optional Activities:

- UA BookStore & Espresso Book Machine Demo
- Bowling

## Keynote Speakers:

- Dominique Raccach
- Sara Nelson
- Leigh Watson Healy

## Roundtables:

- Publishers
- Editorial
- Sales / Marketing
- Production / Design

## Sales / Marketing Track:

- Part One: Nuts & Bolts of Outsourcing Fulfillment
- Part Two: Blogs, Facebook, Twitter-What Am I Supposed to Do?

## Editorial / Track:

- Part One: Acquisitions
- Part Two: Editing and Organizing Illustrated Books

## Production / Design Track:

- Part One: Crating a Working Environmental Paper Policy
- Part Two: How to Save Time and Money in Production/Design

## Financial / Administrative Track:

- Part One: Positive Changes to Help Your Company Grow
- Part Two: Ask the Financial Advisors

## Multidisciplinary Sessions:

- A1: Building a Digital Strategy
- A2: The Impact of New Technologies on Copyright & Publishing Law
- B1: Where Have All the Customers Gone?
- B2: Publishing Excellence with a Small or Nonexistent Staff
- C1: Easy Financial Tools for Daily Survival
- C2: The New Publicity

## Rate the overall quality of the FACILITIES:

1 = poor to 5 = excellent

- Hotel
- Food
- Meeting Rooms
- Exhibit Hall
- Hotel Service

## Rate the overall quality of the TRADE SHOW/EXHIBITS:

1 = poor to 5 = excellent

- Space
- Personnel
- Useful Information
- Time Allotted to Visit

## Rate the overall quality of the CONFERENCE:

1 = poor to 5 = excellent

- Presenters
- Seminars
- Schedule
- "Track" System of Programming
- Multidisciplinary System of Programming
- Bowling Night
- Meal Functions
- Registration/Staff
- Espresso Book Machine Demo
- Online Registration

Which sessions were particularly valuable or inspiring to you? Why?

Were any sessions disappointing, too advanced, or too entry-level for you? Explain.

What type of session do you find most effective: panel, single presenter, interactive?

Was the amount of time allotted for Q&A in each session too much, too little, or just right?

What was the most valuable aspect of the conference?

What was the least valuable aspect of the conference?

Please share any recommendations for improving the conference.

Please suggest topics you would like to see addressed at future conferences. Can you suggest someone who would be a good presenter?

Will you attend next year's conference in Santa Fe, New Mexico? Why or why not?

Will you be willing to help with next year's conference?

Of the following most recent conferences, rate these locations 1 – 5, with 5 being your favorite and 1 being your least favorite. Please share any comments about your likes and dislikes with these locations.

- Portland, OR (2008)
- Park City, UT (2007)
- Denver, CO (2006)
- Portland, OR (2005)
- Austin, TX (2004)

Where would you like us to hold a future conference? (City? State? Meeting facility?)

Please provide us with a quote about your experience at this year's conference, or your conference experience in general, that we can use in future marketing materials about the value of the PubWest Conference.

Name\* \_\_\_\_\_ Company \_\_\_\_\_

\*Anonymous comments are welcome but are ineligible for the free gift certificate drawing. Please attach an additional sheet if more room is needed. Comments may also be emailed to [executivedirector@pubwest.org](mailto:executivedirector@pubwest.org). *Thank you!*