

**University of Wisconsin Madison
Executive Education Marketing Programs
Feedback/Evaluation
9/10/02
Paul J. Gibler, MBA**

	Strongly Disagree		Neutral			Strongly Agree		#	Average
	1	2	3	4	5	6	7		
1. The instructor is knowledgeable about the subject matter:				1		8	9	18	6.39
	0.00%	0.00%	0.00%	5.56%	0.00%	44.44%	50.00%		
2. The instructor demonstrated good presentation skills:				2	3	12	1	18	5.67
	0.00%	0.00%	0.00%	11.11%	16.67%	66.67%	5.56%		
3. The instructor made the program material relevant:				3	9	5	1	18	5.22
	0.00%	0.00%	0.00%	16.67%	50.00%	27.78%	5.56%		
4. The instructor was sincerely concerned about our learning experience:			1	1	4	11	1	18	5.56
	0.00%	0.00%	5.56%	5.56%	22.22%	61.11%	5.56%		
5. Overall the instructor was effective:			1	1	5	10	0	17	5.41
	0.00%	0.00%	5.88%	5.88%	29.41%	58.82%	0.00%		

6. Overall, my expectations were	Not Met		Met			Exceeded		#	Average
	1	2	3	4	5	6	7		
			3	4	5	5		17	
	0.00%	0.00%	17.65%	23.53%	29.41%	29.41%	0.00%		

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Comments:

Does not pertain to my group or specific company

Talked to fast, didn't expand on many of the bullet points. Many of the slides on the handout are too small to read. Skipped too many slides and glossed over many points.

I had hoped for more website discussion, and had thought that we would have the opportunity to have our website critiqued for improvements, suggestions, etc. Paul knew his subject well but we felt his urgency to beat the clock. Lee Bober

I am not particularly concerned with our website, though a certain number of limited tips I may be able to pass on to others in the company. There were also some tips on creative ways to search customers. Too many slides! Very specific tech info, where a broader view of options would have been more effective.

I wouldn't have minded having a whole day, seemed like there was a lot that didn't get covered, or maybe it could have been condensed better so we could have covered it all. This is so critical to today's business that it would have been nice not to have been rushed. No real exercise, just a "to-do" list, perhaps in the future classes could be assigned to come up with a web strategy and present.

Good but not at all relevant to me.

Shorten the intro on how web branding fits into the overall branding of your company. This seemed redundant after awhile. The section on permission marketing was very interesting and helpful. It was too bad we didn't get to the actual website portion of the talk.

Paul had some great ideas for what we want to accomplish with our e-mail and marketing. Thanks Paul

More time was needed. Notes in book too hard to read because font was too small or copies were bad.

Needed more time for presentation or less material

Mostly marketing - not as much communications

Was too much material for the time allotted. Information overload. But I did learn a lot I didn't know.

Give us an entire day on this with more hands on exercises. How about visiting a participants website and evaluate in class. Really interesting and still untapped in my industries.

Paul, I love your content, but you tried to squeeze too much in and ended up rushing at the end. Creating more concise of a presentation would be extremely effective. But it sounds like you already know that.