



November 9, 2009

Dear Carla:

On behalf of the IFEA, I would like to thank you for being part of our 54th Annual IFEA Convention & Expo in Indianapolis, Indiana this past September and for sharing your time and expertise as a speaker.

Your participation added an important dimension to our educational programming and will ultimately help to improve the quality and success of events throughout our industry. I hope that you enjoyed the time you spent with us and were able to gain new information, ideas and contacts that will benefit your own efforts as well.

During the convention, attendees were asked to complete evaluation forms for each session based upon the speaker's knowledge level and presentation skills. A summary of the results for your session(s) is included. Please note that the "average rating" is based upon a rating of 5 being the highest possible score. I hope this information is helpful in your future presentations.

Thank you again for your part in helping to make the IFEA *"The Premiere Association Supporting and Enabling Festival & Event Professionals Worldwide."*

We look forward to continued opportunities to work together in the years to come.

Sincerely,

Steven Wood Schmader, CFEE
President & CEO
IFEA World



**Carla Pendergraft, CMP, MBA, Owner
Carla Pendergraft Associates**

"Focus on Social Media Marketing: Understanding the Landscape, Benefits and Challenges"

Wednesday, September 23rd, 2009 – 10:30 a.m.

Average Rating: 4.41

Comments:

- Very, very informative!
- Fantastic! Thank you for all the wonderful information.
- Basic covering of topic with enough extras to take with and continue learning.
- Great information.
- Good info – good handouts clearly presented – so much good info.
- Great topic – would love a follow-up.
- Carla is always great and up to date on all the info.
- Could have more detail on tools you can use, show interactive how to use them.
- Very basic info – would have liked more extensive.
- Carla was great. Suggestion for future is to have a basic session and advanced. Basic would walk people through every step of Facebook, Twitter, etc – how to get it up, use it, etc. Advanced could take it to next level for those who are already using social media.
- Fantastic – I learned a great deal – invite her back next year!
- Great presentation very informative!
- Very informative/ great interaction.
- Most important session of the conference!!
- Solid presentation – knowledgeable speaker a lot of info presented.
- Awesome information!
- Very informative.
- Excellent! Very informative.
- Very current and good information.
- Good fast paced session covered a lot of info. Useful to take back and test.
- Excellent content, loved the quick pace, great take away of the PowerPoint presentation for reference.
- Informative to someone new to this type of media – good info to bring back to staff. Different levels of knowledge on this.
- Great session. Very helpful and informative!



Carla Pendergraft, CMP, MBA, Owner

Carla Pendergraft Associates

"Fully Connected: Maximizing Your Use of the Latest On-Line Social Media and Internet Technology"

Tuesday, September 22nd, 2009

Average Rating: 4.4

Comments:

- Outstanding and timely session!
- Good discussion session, very interactive. Preferred more case study sharing.
- Thought provoking – great knowledge love the more advanced information.
- Page numbers on notes and Carla reference where she is working.
- Speaker very knowledgeable about subject. It was good to have high speed connection for internet occurs. I would suggest having people bring their lap tops as part of the audience brought their own and others did not have that advantage.
- Very good. Lots of very relevant information. Communication is the key.