THE SUNBUILD CONFERENCE

ROOM MONITOR RESPONSIBILITIES

Session Title: Confessions of a Content Whisperer Date/Time: 3/7/17 2:00pm

Speaker(s): Danielle Gray # Attendees: +/- 85

Feedback?

(***Please return this sheet and program evaluations to Joan at Registration.)***

Prior to your Session

- Check the attached excel spreadsheet to make sure your room is set appropriately and that all AV that your speaker will need is there and ready to use.
- We have record numbers this year attending, so room assignments might change, please double-check location day of your session.

Suggested Script

Good Morning/Good Afternoon, My name is **[YOUR NAME]** and I am **[YOUR TITLE]** with **[YOUR COMPANY]**. Welcome to the session entitled **[SESSION TITLE]** presented by **[PRESENTER NAME OR NAMES]**. Before we begin, I have a few housekeeping reminders:

1) Please silence or turn off your cell phones in consideration of the presenter and other attendees. If you have to take a call, please step outside the session room.
2) If you are using a tablet or computer, please be aware that typing on your keyboard may be a distraction to those around you.
3) After the session, please take a minute to complete the session evaluation form. You can leave the completed form in the room.
4) Handouts and presentations for sessions will be available on the SMPS SERC website after the conference.

It's now my pleasure to introduce our speaker (or speakers).

SPEAKER'S NAME/TITLE/COMPANY and some FUN FACTS (remind attendees that full speaker bios are in the conference guidebook).

At Conclusion

- Thank you to our Speaker(s)
- Present Speaker Gift(s)

Thank you to everyone for your participation. As you leave, please remember to complete the session evaluation form. Thanks again!

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THE SUNBUILT CONFERENCE

2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Confessions of a content whisperer.

Thank you for sharing your feedback and participating in SunBuilt 2017. Your responses to the statements below help SMPS continue its goal of providing quality education and program experiences.

Please circle your choice: 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree						
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5. I learned something new from the session	1	2	3	4	5	N/A
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7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

very informative & got everyone involved. good humor

10. How would you improve the session?

—

11. Additional comments:

Great job!

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
Construction	Marketing Director	5 – 10 Years
Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature: [illegible] Print your name: Janet VanHeest

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THE SUNBUILT CONFERENCE

2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Content

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6. The handouts/visual materials supported the information presented	1	2	3	4	5	N/A
7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

The interaction w/the speaker + other members

10. How would you improve the session?

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

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Architecture	Business Development	1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
Construction	Marketing Director	5 – 10 Years
Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature: _____ Print your name: Bradie Daniels

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THE SUNBUILT CONFERENCE

2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: The Content Whisperer

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8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

10. How would you improve the session?

11. Additional comments:

Great Job :)

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
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Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
Construction *	* Marketing Director	5 – 10 Years
Construction Management *	* Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature: Mel Wood Print your name: Melinda Wood

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2017 Session Evaluation

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Session Name: Confessions of a Content Whisperer

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6. The handouts/visual materials supported the information presented	1	2	3	4	5	N/A
7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session? Hands down one of the best sessions at SERC in a little ~~[illegible]~~ while.

10. How would you improve the session? more time!

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
Construction	Marketing Director	5 – 10 Years
Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature: MJButler Print your name: Mary Jo Butler

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Confession of a content whisperer

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7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Interactive in a funny, good way
time flew.

10. How would you improve the session?

it was cold in the room, but the
session was phenomenal!

11. Additional comments:

One of the best sessions I've sat in
in several years. Funny and entertaining w/
key takeaways!

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
Construction	Marketing Director	5 – 10 Years
Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other: landscape architecture	Other: planning	

Signature: R Boyer Print your name: R Boyer

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2017 Session Evaluation

Speaker Name: Danielle Grace

Session Name: Content Whisperer

Thank you for sharing your feedback and participating in SunBuilt 2017. Your responses to the statements below help SMPS continue its goal of providing quality education and program experiences.

Please circle your choice: 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree						
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4. The information received will be valuable to my job	1	2	3	4	5	N/A
5. I learned something new from the session	1	2	3	4	5	N/A
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7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Very ~~[illegible]~~ entertaining

10. How would you improve the session?

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
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Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature:_____ Print your name:_____

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2017 Session Evaluation

Speaker Name: DANIELLE GRAY

Session Name: CONFESSIONS OF A CONTENT MARKETER

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7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

workbook was great!

10. How would you improve the session?

would love to see a version geared towards proposal content (approach, understanding, etc.)

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

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Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature: [signature] Print your name: ALEX LENHOFF

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2017 Session Evaluation

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Session Name: Conf. of Content Whisperer.

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9. What did you like best about this session?

10. How would you improve the session?
I had a little trouble following the presentation with the hand out. Maybe just help me "fill in the blanks" as you talk about them... something?

11. Additional comments: Great!

Please tell us about yourself (select the most applicable in each column):

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Other:	Other:	

Signature:_____ Print your name: Laura McDonald

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8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Extensive back + forth discussion. Having printed booklet really helped. Great ideas for pulling info out of unwilling participants.

10. How would you improve the session?

A little difficult to hear her at the back of the room.

11. Additional comments:

Excellent!

Please tell us about yourself (select the most applicable in each column):

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Other:	Other:	

Signature: S. Johnson Print your name: Susan Johnson

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9. What did you like best about this session?

10. How would you improve the session?

11. Additional comments:

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Other:	Other:	

Signature: [illegible] Print your name: Heather Spury

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9. What did you like best about this session?

10. How would you improve the session?

11. Additional comments:

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Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature: [illegible] Print your name: Jill Renzi

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9. What did you like best about this session?

10. How would you improve the session?

11. Additional comments:

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Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature: Michelle White Print your name: Michelle White

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8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

The way the info was presented. I liked the countdown feature of the PPT (which helped keep people from getting too chatty)

10. How would you improve the session?

Speak up a little more for those in the back :)

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

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Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature: Katie Pollari Print your name: Katie Pollari

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8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

my favorite presentation! Really helpful with figuring out best ways to work w/ Different Staff.

10. How would you improve the session?

larger group, maybe a mic for speaker.

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
Construction	Marketing Director	5 – 10 Years
Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature: _____ Print your name: Cheryl Gessling

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Content Whisperer

Thank you for sharing your feedback and participating in SunBuilt 2017. Your responses to the statements below help SMPS continue its goal of providing quality education and program experiences.

Please circle your choice: 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree						
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3. The content matched the stated objectives	1	2	3	4	5	N/A
4. The information received will be valuable to my job	1	2	3	4	5	N/A
5. I learned something new from the session	1	2	3	4	5	N/A
6. The handouts/visual materials supported the information presented	1	2	3	4	5	N/A
7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

10. How would you improve the session? excellent

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
Construction	Marketing Director	5 – 10 Years
Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature:_____ Print your name: Karen Chin

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2017 Session Evaluation

Speaker Name: Danielle Gay

Session Name: Content Whisperer

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4. The information received will be valuable to my job	1	2	3	4	5	N/A
5. I learned something new from the session	1	2	3	4	5	N/A
6. The handouts/visual materials supported the information presented	1	2	3	4	5	N/A
7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Danielle's laid back + interactive approach – fillable booklet.

10. How would you improve the session?

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
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Signature:_____ Print your name:_____

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: The Content Whisperer

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1. The session met my overall expectations	1	2	3	4	(5)	N/A
2. The presenter(s) increased my understanding of the content	1	2	3	4	(5)	N/A
3. The content matched the stated objectives	1	2	3	4	(5)	N/A
4. The information received will be valuable to my job	1	2	3	(4)	5	N/A
5. I learned something new from the session	1	2	3	(4)	5	N/A
6. The handouts/visual materials supported the information presented	1	2	3	4	(5)	N/A
7. Adequate time was allocated for questions and answers	1	2	3	(4)	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	(4)	5	N/A

9. What did you like best about this session?

The interactive portions and the personas really made it easy to understand.

10. How would you improve the session?

N/a

11. Additional comments:

N/a

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years ✓
Construction	Marketing Director	5 – 10 Years
Construction Management	Marketing Manager	10 – 20 Years
Engineering ✓	Marketing Coordinator ✓	20+ Years
Other:	Other:	

Signature: [signature] Print your name: Makenna Georgeson

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Content Whisperer

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5. I learned something new from the session	1	2	3	4	5	N/A
6. The handouts/visual materials supported the information presented	1	2	3	4	5	N/A
7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Well planned, timely topic
easy to follow

10. How would you improve the session?

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Confessions of a content whisperer

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7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Content, examples, delivery, all of it! fantastic

10. How would you improve the session?

N/A

11. Additional comments:

So good! my fav of Day 2!

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
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Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature: Christie Bruce Print your name: Christie Bruce

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Confessions of a Content Whisperer

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7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Great handouts and specific examples of ways to extract content from entire firm / different personas.

10. How would you improve the session?

—

11. Additional comments:

—

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
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Construction	Marketing Director	5 – 10 Years
Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature: [illegible] Print your name: Lauren Armstrong

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2017 Session Evaluation

Speaker Name: Daniell Gray

Session Name: Conf of Content Whisperer

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7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Fun

10. How would you improve the session?

N/A

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
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Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature: Betty Hearn Print your name: Betty Hearn

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Confessions of a Content Whisperer

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7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Hands down, the BEST session of the conference! I really enjoyed her casual delivery combined with practical, useful tips.

10. How would you improve the session?

11. Additional comments:

Excellent!

Please tell us about yourself (select the most applicable in each column):

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Architecture	Business Development	1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
Construction	Marketing Director	5 – 10 Years
Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other:	Other: Mktg. Specialist	

Signature: Massiel B

Print your name: Massiel Barcenas

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Confessions of a Content Whisperer

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7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Danielle was FANTASTIC! great speaker with excellent and relatable content :)

10. How would you improve the session?

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
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Construction	Marketing Director	5 – 10 Years
Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature: Kalyn Sutherland Print your name: Kalyn Sutherland

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Confessions of a Content whisperer

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7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

The powerpoint was a great visual / interaction.
The presentor was fun and entergetic.

10. How would you improve the session?

The sound got soft at certain points, especially when the air was blasting.

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
Construction	Marketing Director	5 – 10 Years
Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature: Andrea King Print your name: Andrea King

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Confessions of a Content Whisperer

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7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

This was an awesome workshop!

10. How would you improve the session?

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
Construction	Marketing Director	5 – 10 Years
Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature: [signature] Print your name: Diana McKoy

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Confessions of a Content Whisperer

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5. I learned something new from the session	1	2	3	4	5	N/A
6. The handouts/visual materials supported the information presented	1	2	3	4	5	N/A
7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Danielle did an amazing job keeping us engaged and excited. The content was perfect and we will all be using these tips.

10. How would you improve the session?

I couldn't! It was PERFECT

11. Additional comments:

Have her speak next year! Best session I have ever been to.

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
Construction	Marketing Director	5 – 10 Years
Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other: Fire Protection	Other: I'm a jack of all trades	

Signature: [signature] Print your name: Rachel Nix

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Confessions of a content marketer

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7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?
Clever, entertaining, very informative, FABULOUS!

10. How would you improve the session?

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
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Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature: April Noa Print your name: April Noa

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Confessions of a content marketer

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6. The handouts/visual materials supported the information presented	1	2	3	4	5	N/A
7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Danielle, she was a great speaker

10. How would you improve the session?

wouldn't change a thing, make it a longer boot camp

11. Additional comments:

Best session I've been to in years

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
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Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature: [signature] Print your name: Kelsy Evans

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Confessions of a Content Whisperer

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7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

10. How would you improve the session?

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
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Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature: Chelsea Webb Print your name: Chelsea Webb

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Confessions of a Content Manager

Thank you for sharing your feedback and participating in SunBuilt 2017. Your responses to the statements below help SMPS continue its goal of providing quality education and program experiences.

Please circle your choice: 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree						
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6. The handouts/visual materials supported the information presented	1	2	3	4	5	N/A
7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?
Danielle was immediately open, engaged, & believable. She was awesome —

10. How would you improve the session?
Have her again & again!

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
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Other:	Other:	

Signature: [illegible] Print your name: Janet Brooks

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Confession of a Content Whisperer

Thank you for sharing your feedback and participating in SunBuilt 2017. Your responses to the statements below help SMPS continue its goal of providing quality education and program experiences.

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7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Best seminar of my week so far! Fantastic!

10. How would you improve the session?

11. Additional comments:

Great PPT!

Please tell us about yourself (select the most applicable in each column):

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2017 Session Evaluation

Speaker Name: DANIELLE GRAY

Session Name: CONFESSIONS OF A CONTENT WHISPERER

Thank you for sharing your feedback and participating in SunBuilt 2017. Your responses to the statements below help SMPS continue its goal of providing quality education and program experiences.

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6. The handouts/visual materials supported the information presented	1	2	3	4	5	N/A
7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Her humor and flow allowed for open discussion and comfortability. Content and visuals were great

10. How would you improve the session?

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

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Signature: [signature] Print your name: KELLY DAWN

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Content Whisperer

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5. I learned something new from the session	1	2	3	4	5	N/A
6. The handouts/visual materials supported the information presented	1	2	3	4	5	N/A
7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Interactive & funny. Easy to listen

10. How would you improve the session?

Sometimes spoke too soft

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Content Whisperer

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5. I learned something new from the session	1	2	3	4	5	N/A
6. The handouts/visual materials supported the information presented	1	2	3	4	5	N/A
7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Presentation was well organized with quality content. Entertaing.

10. How would you improve the session?

One or two of the group timers is enough. Suggest shifting to call outs instead.

11. Additional comments:

Nice job

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
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2017 Session Evaluation

Speaker Name: _____

Session Name: Content Whisperer

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5. I learned something new from the session	1	2	3	4	5	N/A
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7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

The way she broke down the tech personas. Very creative. Funny.

10. How would you improve the session?

11. Additional comments:

Best session I have attended this week.

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
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Signature: Lindsey Swartzbaugh Print your name: Lindsey Swartzbaugh

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: DG Marketing Co

Thank you for sharing your feedback and participating in SunBuilt 2017. Your responses to the statements below help SMPS continue its goal of providing quality education and program experiences.

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4. The information received will be valuable to my job	1	2	3	4	5	N/A
5. I learned something new from the session	1	2	3	4	5	N/A
6. The handouts/visual materials supported the information presented	1	2	3	4	5	N/A
7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Danielle's real-world attitude, presentation style, and content.

10. How would you improve the session?

11. Additional comments:

A breath of fresh air! Loved seeing a new face & hearing a new perspective.

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
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2017 Session Evaluation

Speaker Name: Danielle Bray

Session Name: Confessions of a Content Whisperer

Thank you for sharing your feedback and participating in SunBuilt 2017. Your responses to the statements below help SMPS continue its goal of providing quality education and program experiences.

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7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Very informative, conversational approach
Danielle knows her stuff.

10. How would you improve the session?

/

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
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Signature: [illegible] Print your name: [illegible]

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Content Whisperer

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4. The information received will be valuable to my job	1	2	3	4	5	N/A
5. I learned something new from the session	1	2	3	4	5	N/A
6. The handouts/visual materials supported the information presented	1	2	3	4	5	N/A
7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

The speaker was funny + easy to relate to.

10. How would you improve the session?

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Content Extraction

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5. I learned something new from the session	1	2	3	4	5	N/A
6. The handouts/visual materials supported the information presented	1	2	3	4	5	N/A
7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Great Speaker! fun, informative presentation. Best yet, Ms. Danielle is incredibly impressive

10. How would you improve the session?

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
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Other:	Other:	

Signature: Blair Smith Print your name: Blair Smith

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Content Whisperer

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8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

10. How would you improve the session?

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
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2017 Session Evaluation

Speaker Name: Danielle

Session Name: Confessions of a Content whisperer

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7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Steps + tips

10. How would you improve the session?

Nothing

11. Additional comments:

—

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
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2017 Session Evaluation

Speaker Name: Confessions of a Content Whisperer

Session Name: Danielle Erray

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8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

tips were great!

10. How would you improve the session?

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Content Whisperer

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8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

10. How would you improve the session?

11. Additional comments:

Great presentation!

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Confessions of a Content Whisperer

Thank you for sharing your feedback and participating in SunBuilt 2017. Your responses to the statements below help SMPS continue its goal of providing quality education and program experiences.

Please circle your choice: 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree						
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4. The information received will be valuable to my job	1	2	3	4	5	N/A
5. I learned something new from the session	1	2	3	4	5	N/A
6. The handouts/visual materials supported the information presented	1	2	3	4	5	N/A
7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Everything! The content, the speaker and the presentation itself! The work book was helpful too

10. How would you improve the session?

Nothing at all

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
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Construction	Marketing Director	5 – 10 Years
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Other:	Other:	

Signature:_____ Print your name:_____

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2017 Session Evaluation

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6. The handouts/visual materials supported the information presented	1	2	3	4	5	N/A
7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Fabulous presentation style, materials + content

10. How would you improve the session?

Not sure that it could be any better!

11. Additional comments:

one of the best of the conference!

Please tell us about yourself (select the most applicable in each column):

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Signature: [signature] Print your name: Mike Garvey

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7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Identifying the technical personas
Content generation graphic pyramid

10. How would you improve the session?

11. Additional comments:

Very engaging w/ substantial information to connect to clients in the modern digital age. Also, kept it humorous. Loved the 5 personas!

Please tell us about yourself (select the most applicable in each column):

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Other:	Other:	

Signature: [illegible] Print your name: Tiffani Armstead

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8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

approach recommendations based on persona type

10. How would you improve the session?

longer session!

11. Additional comments:

Best SMPS session I've attended so far (of all conferences)

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Signature: Elena Di Fiore Print your name: Elena Di Fiore

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8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

10. How would you improve the session?

Q

11. Additional comments:

Q

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Signature:_____ Print your name: Kelly W.

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8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

10. How would you improve the session?

11. Additional comments:

Loved the tips about holding a content meeting.

Please tell us about yourself (select the most applicable in each column):

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8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

10. How would you improve the session?

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

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Other:	Other:	

Signature: A. Hawkins Print your name: Allison Hawkins

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2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Confessions of a Contract whisperer

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exceeded!!

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8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Great takeaways!

10. How would you improve the session?

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

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Other:	Other:	

Signature: Kathie B Print your name: Kathie Brennan

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Speaker Name: Danielle Gray

Session Name: confessions of a content whisperer

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8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

loved the characters!

10. How would you improve the session?

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

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Session Name: Confessions of a Content Marketer

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7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

6

9. What did you like best about this session?

Great personality & speaker, engaging, really enjoyed

10. How would you improve the session?

N/A - Great Session

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

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Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature: Katty M. Sharp Print your name: Kat Sharp

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5. I learned something new from the session	1	2	3	4	5	N/A
6. The handouts/visual materials supported the information presented	1	2	3	4	5	N/A
7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

humor + real life examples of how content mkt applies to the AEC industry

10. How would you improve the session?

Nothing!

11. Additional comments:

Fabulous! I've been doing content mktg for more than 7 years and I learned from this presentation

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Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other: IT Consulting	Other:	

Signature: Sarah M. Gonnella Print your name: S. Gonnella

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7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

Great material, humorous, good delivery

10. How would you improve the session?

Maybe talk just a bit more about technical content specifically for proposals

11. Additional comments:

Great session!

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8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

10. How would you improve the session?

11. Additional comments:
Thought speaker was great; however, topic wasn't exactly as I expected. I thought it was going to be more about muddling through engineer speak to create clear, quality content.

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8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

She was interactive & kept it interesting!

10. How would you improve the session?

11. Additional comments:

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Signature: Jessica Harmeling Print your name: Jessica Harmeling

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9. What did you like best about this session?

10. How would you improve the session?

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
Construction	Marketing Director	5 – 10 Years
Construction Management	Marketing Manager	10 – 20 Years
Engineering	Marketing Coordinator	20+ Years
Other:	Other:	

Signature:_____ Print your name:_____

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Research Triangle | Tampa Bay

THE SUNBUILT CONFERENCE

2017 Session Evaluation

Speaker Name: Danielle Gray

Session Name: Confessions of a Content Whisperer

Thank you for sharing your feedback and participating in SunBuilt 2017. Your responses to the statements below help SMPS continue its goal of providing quality education and program experiences.

Please circle your choice: 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree						
1. The session met my overall expectations	1	2	3	4	5	N/A
2. The presenter(s) increased my understanding of the content	1	2	3	4	5	N/A
3. The content matched the stated objectives	1	2	3	4	5	N/A
4. The information received will be valuable to my job	1	2	3	4	5	N/A
5. I learned something new from the session	1	2	3	4	5	N/A
6. The handouts/visual materials supported the information presented	1	2	3	4	5	N/A
7. Adequate time was allocated for questions and answers	1	2	3	4	5	N/A
8. I will likely change my thinking/actions as a result of attending this session	1	2	3	4	5	N/A

9. What did you like best about this session?

The content and delivery. Interaction was great too. Awesome job!

10. How would you improve the session?

NA

11. Additional comments:

Please tell us about yourself (select the most applicable in each column):

Primary Discipline	Primary Job Function	Years of Experience
Architecture	Business Development	✓ 1 – 2 Years
Architecture/Engineering	CEO/CMO/Principal/Owner	2 – 5 Years
Construction	Marketing Director	5 – 10 Years
Construction Management	Marketing Manager	10 – 20 Years
X Engineering	X Marketing Coordinator	20+ Years
Other:	Other:	

Signature: Jamie Gregory Print your name: Jamie Gregory

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