



Dear Mr. Herrenkohl,

We would like to thank you again for your participation in this year's Annual Meeting. Your contributions helped make this the Association Forum's most successful Annual Meeting to date with 529 registrants as compared to 450 in 2010.

On the heels of this year's success, we at the Association Forum are committed more than ever to continuing to improve the Annual Meeting experience for attendees and volunteers. With that goal in mind, we tabulated the results of your session evaluations (below).

Please review the data and feel free to contact us with any questions you may have.

Best Regards,  
Mallory Gott-Ortiz, MA  
Senior Manager, Education & Programs  
Association Forum of Chicagoland



**SESSIONS COLLECTED: 34**

**SESSION TITLE: Creating a Team of A-Players**

**SESSION QUALITY** (5=Very Relevant/Likely, Excellent; 1=Not Relevant/Likely, Poor)

| Question   | Score |
|--|-------|
| How relevant was the topic of this session to your job?  | 4.79  |
| How likely is it that you will use information learned in this session at your job in the next 30-60 days? | 4.68  |
| Please rate the overall quality of this session.   | 4.79  |

Describe this session in one word.

- Effective
  - Excellent
  - Good
  - Motivating!
  - Excellent!
  - Thoughtful
  - OUTSTANDING
  - Common Sense
  - Informative
- Inspiring
  - Informative
  - Energizing
  - Informative
  - Helpful
  - Practical
  - Motivating!
  - Riveting
  - Inspiring
- Informative
  - Energizing
  - Excellent!
  - Expert
  - Introspective
  - Enlightening
  - Excellent

**LEARNING OBJECTIVES**

Please indicate whether the learning objectives of this session were met. After attending this session, attendees will be able to:

|  | % Yes  | % No  |
|--|--------|-------|
| <i>Find and hire more "rock-star"-caliber employees</i>                          | 96.97% | 3.03% |
| <i>Improve business results by reducing poor performance and poor performers</i> | 93.94% | 6.06% |
| <i>Learn how to turn "B-player"-employees into "A-player"-performers</i>         | 96.88% | 3.13% |

**SPEAKER QUALITY** (5=Excellent; 1=Poor)

|                        | Content | Speaking Skills | Slideshow/Handouts |
|------------------------|---------|-----------------|--------------------|
| <i>Eric Herrenkohl</i> | 4.74    | 4.94            | 4.53               |

**MISCELLANEOUS**

*How could this session have been improved?*



- He could've had an assoc. exec who has used his methods. All examples he used were 'for profit'
- More on how to keep A-players
- More time- very good
- Great session, one of the best I've ever attended
- Really good
- More on how to improve employees I have.
- A bit more interaction
- More time- was rushed
- Advance Q+A
- Handouts should be more self-explanatory. Material should've been more oriented for assoc.
- Some print was too small

## AUDIENCE DEMOGRAPHICS

### *Job Category (% of Audience)*

|            |                          |                  |
|------------|--------------------------|------------------|
| CEO        | Association Professional | Supplier Partner |
| <b>25%</b> | <b>65.63%</b>            | <b>9.38%</b>     |

### *Job Role (% of Audience)*

|            |              |              |           |              |               |            |             |
|------------|--------------|--------------|-----------|--------------|---------------|------------|-------------|
| CEO        | CFO          | CIO          | CLO*      | COO/VP       | Director      | Manager    | Coordinator |
| <b>25%</b> | <b>3.13%</b> | <b>3.13%</b> | <b>0%</b> | <b>9.38%</b> | <b>34.38%</b> | <b>25%</b> | <b>0%</b>   |

\*CLO = Chief Legal Officer

## ADDITIONAL COMMENTS:

- Loved this session. Great slides. Interactive. High energy. Thought provoking. Invite Eric again- terrific insights!
- It was great to get handouts. They should be required at each session