



PRSA Meeting Evaluations

Prepared by

Brandon D. Wilson
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Topic Evaluation and Comments

What topic in the meeting was most helpful to your business and why?

All good.

I thought it had way more potential than it delivered

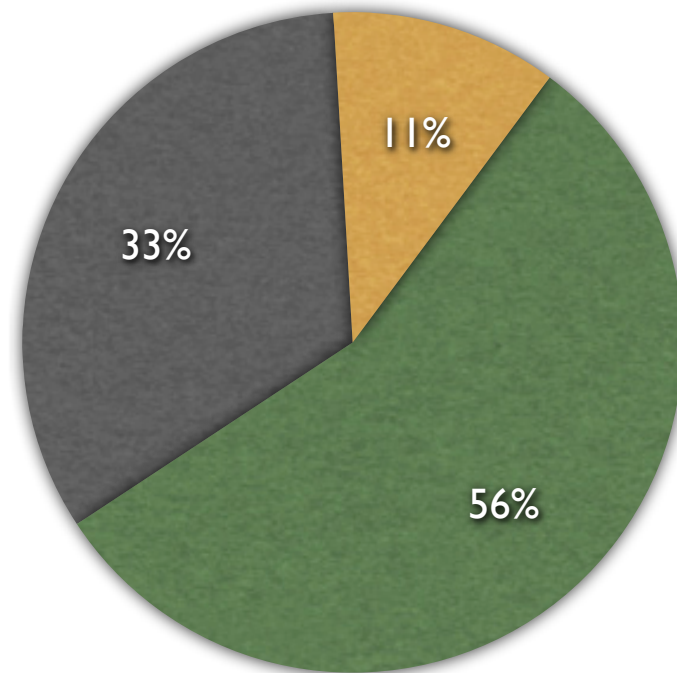
How important face-to-face time is with reporter

Future in media.

The debate over print/web continues

The importance of personal relationships in getting the media's ear. Media often get story ideas from social media sources. Importance of answering the whys and hows of a story.

● One ● Two ● Three ● Four
● Five



Total Responses: 9

Speaker Evaluation and Comments



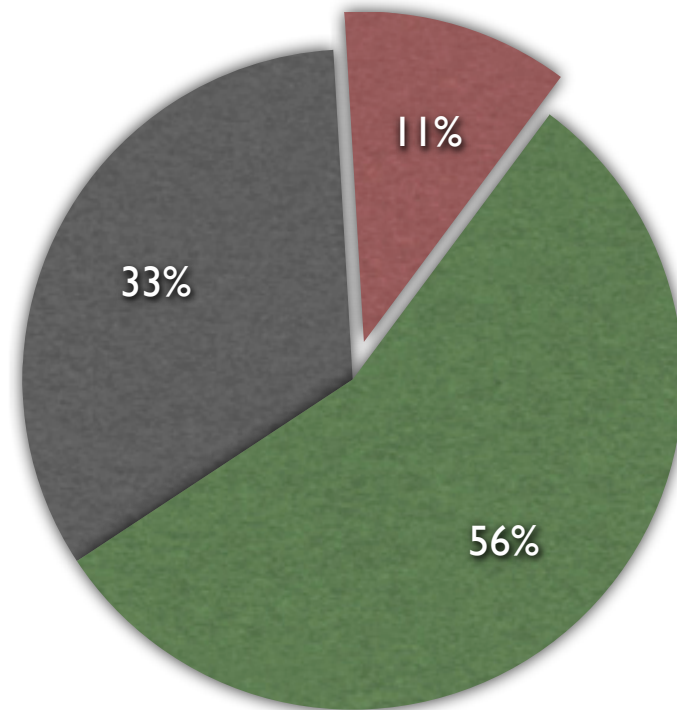
Comments:

Very knowledgeable.

Excellent topic. The screen behind the panel was very distracting- please leave one slide up.

Nice variety of print, broadcast people with difference perspectives.

Huge lack of charisma and diversity.



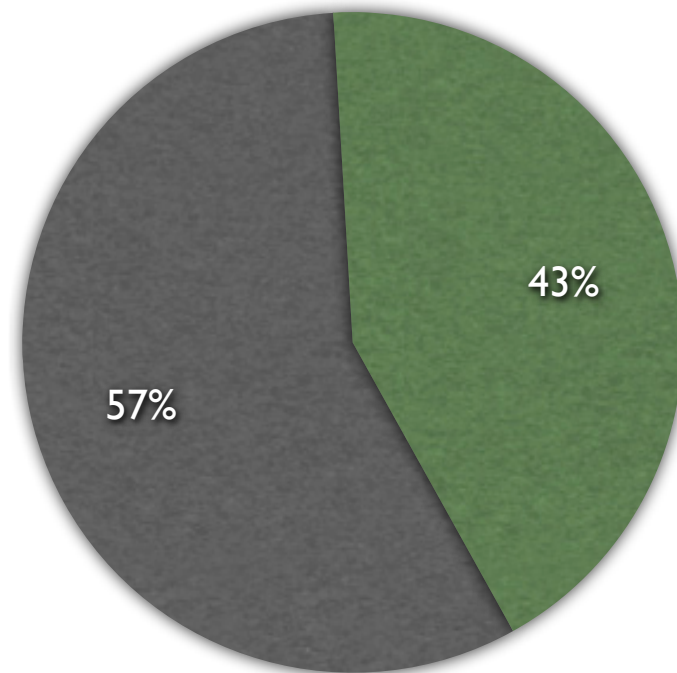
Total Responses: 9

Food Evaluation and Comments



Comments:

Love Tazki's Salads.

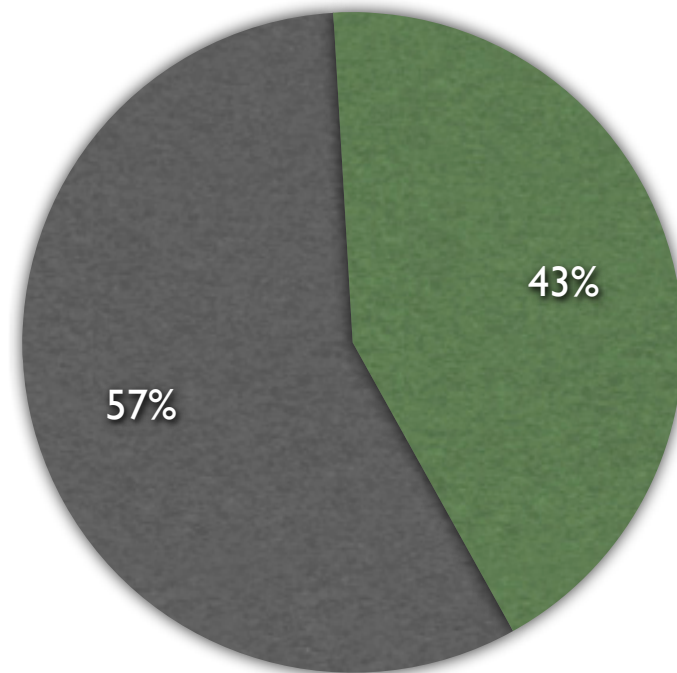


Total Responses: 8

Convenience of Location Evaluations

Comments:

- One
- Two
- Three
- Four
- Five



Total Responses: 8

General Comments

Great meeting.

Repeat this panel next year.

Huge lack of diversity on the panel...3 middle-aged white guys (and Cindy)-- obviously different mediums, but kind of bothersome to me.

Birmingham Magazine editor Julie Keith would have been a great addition to this panel. They are very engaged in social media.

Was looking forward to the creating your brand topic. Hopefully it will be discussed in another meeting.

Taziki's is great.

Congratulations on pulling together such a good program on such short notice.