

Event Evaluation

CONTACT INFORMATION (optional)

Name: _____ Company: _____

➡ What best describes your business

- Operator
 Sponsor
 Consultant
 Agency
 Other

➡ Please indicate the importance of the following factors in your decision to attend *Chain Leader LIVE 2007* (1 not at all important, 5 very important)

Curriculum	1	2	3	4	5
Speakers	1	2	3	4	5
Location	1	2	3	4	5
Networking	1	2	3	4	5
Because it is a <i>Chain Leader</i> event	1	2	3	4	5
Other _____	1	2	3	4	5

➡ On a scale of 1 to 5—**1 being poor, 5 excellent**—please rate the quality of the food and beverage, as well as the Newport Beach Marriott Hotel & Spa.

Food and Beverage

Wednesday Local Heroes Reception	1	2	3	4	5
Thursday Breakfast	1	2	3	4	5
Thursday Lunch	1	2	3	4	5
Thursday Menu Engineering Reception	1	2	3	4	5
Friday Breakfast	1	2	3	4	5
Breaks	1	2	3	4	5

Hotel

Location	1	2	3	4	5
Accommodations	1	2	3	4	5
Service	1	2	3	4	5
Meeting Space	1	2	3	4	5

➡ What was your overall impression of *Chain Leader LIVE 2007*?

➡ Do you plan to attend *Chain Leader LIVE* in 2008?
 Yes
 No
 Not Sure

If "No," please explain: _____

➡ Would you recommend attendance to others in your organization?
 Yes
 No

If "Yes," please list their titles: _____

If "No," please explain: _____

Event Evaluation – *General Session Content*

➡ WEDNESDAY

On a scale of 1 to 5—**1 being poor, 5 excellent**—please rate the content:

Mary Boltz Chapman – <i>Driving Traffic</i>	1	2	3	4	5
Scott Aylward – <i>Keynote Speaker</i>	1	2	3	4	5

➡ THURSDAY

On a scale of 1 to 5—**1 being poor, 5 excellent**—please rate the content:

[Upstarts] *Profiles of new chain contenders with interactive panel discussion*

Moderator: Maya Norris, <i>Chain Leader</i>	1	2	3	4	5
Jim Frye, Italian Oven Cafe	1	2	3	4	5
Tanya Petrovna, Native Foods	1	2	3	4	5
Chris Simms, Lazy Dog Cafe	1	2	3	4	5
Barry Gutin, Cuba Libre	1	2	3	4	5
Overall Evaluation	1	2	3	4	5

Comments: _____

[Storyboard] *Presentations of successful ad campaigns by the chain and ad agency*

Elaine Patel, Fatburger	1	2	3	4	5
Bil O'Neill, honestmechanics	1	2	3	4	5
Bruce Mayo, honestmechanics	1	2	3	4	5
Rick Thrasher, honestmechanics	1	2	3	4	5
Overall Evaluation	1	2	3	4	5

Comments: _____

[Brand Tactics] *Discussion on capitalizing on brand equity in the unit and other channels*

Sean Dee, Hard Rock Cafe	1	2	3	4	5
Bob Duncan, Duncan/Channon	1	2	3	4	5
Overall Evaluation	1	2	3	4	5

Comments: _____

[Restauratour] *A tour of a revitalized concept led by the operator and designer*

Erin Reckner, Max & Erma's	1	2	3	4	5
Lee Peterson, WD Partners	1	2	3	4	5
Overall Evaluation	1	2	3	4	5

Comments: _____

[Back of the House] *A tour of a revitalized kitchen*

Kyle Smith, CiCi's Pizza	1	2	3	4	5
Overall Evaluation	1	2	3	4	5

Comments: _____

[Ideas to Rollout] *O'Charley's Stephen Bulgarelli discusses the development of one menu item start to finish*

Stephen Bulgarelli, O'Charley's	1	2	3	4	5
Overall Evaluation	1	2	3	4	5

Comments: _____

[Toque of the Town] *An interactive panel discussion of corporate chefs*

Ed Wilroy, Pick Up Stix	1	2	3	4	5
Kurt Hankins, Applebee's	1	2	3	4	5
Chad Thompson, Einstein Noah	1	2	3	4	5
Stephen Bulgarelli, O'Charley's	1	2	3	4	5
Overall Evaluation	1	2	3	4	5

Comments: _____

[World Partners] *Case study from an American chain on international franchising*

Zack Kollias, Church's Chicken	1	2	3	4	5
Overall Evaluation	1	2	3	4	5

Comments: _____

FRIDAY

On a scale of 1 to 5—**1 being poor, 5 excellent**—please rate the content:

[Special Report] *Presentation from filmmaker and former waitress Patti DiVita*

Patti DiVita	1	2	3	4	5
Overall Evaluation	1	2	3	4	5

Comments: _____

[Best Places to Work] *Recognition of companies featured in our special issue*

Mary Boltz Chapman	1	2	3	4	5
Overall Evaluation	1	2	3	4	5

Comments: _____

[Thought Leaders] *Presentation of the Chain Leader Execution Awards*

Mary Boltz Chapman	1	2	3	4	5
Overall Evaluation	1	2	3	4	5

Comments: _____

[Cover Story] *First-hand account of success, leadership style and current business agenda*

Kim Lopdrup, Red Lobster	1	2	3	4	5
Overall Evaluation	1	2	3	4	5

Comments: _____

[Growth Strategy] *Interactive panel discussion on growth with top executives*

Steele Platt, Yard House	1	2	3	4	5
Michael Hislop, Il Fornaio	1	2	3	4	5
Steven Davis, Bob Evans Farms	1	2	3	4	5
Kim Lopdrup, Red Lobster	1	2	3	4	5
Overall Evaluation	1	2	3	4	5

Comments: _____

Thank you for your time and participation in Chain Leader LIVE!