

**National Association of REALTORS®
2009 SESSION EVALUATION RECAP**

Session Title: Effective Use of Social Media to Close More Deals

Speaker(s): Mike Parker
Mark Porter

Attendees were asked to indicate their level of satisfaction with your program on a 1-5 scale with **1 lowest** and **5 highest**. Below is the composite of those responses and any relevant comments that were written on the evaluation forms.

Q1. Speaker/s demonstrate/s a knowledge of the subject matter	4.72
Q2. Delivery style	4.69
Q3. Program content is relevant and useful to me	4.69
Q4. Program content is interesting and well prepared	4.69
Q5. Quality of handouts	n/a
Q6. I would recommend this program to a colleague	4.55
Q7. Program content reflects program title and description	4.76
Q8. Quality of audio and visual presentation	4.78
Q9. OVERALL PROGRAM RATING	4.72

NOTE: The overall rating score is compiled from attendee evaluation form responses and **NOT** a composite of the Q1-Q8 responses.

To determine how the attendees rated your program relative to all programs, the **median** scores for all sessions were: **Q1** 4.88, **Q2** 4.75, **Q3** 4.74, **Q4** 4.74, **Q5** 4.44, **Q6** 4.69, **Q7** 4.74, **Q8** 4.58, **Q9 Overall** 4.71 (Median = Half of the scores for each question were higher and half were lower than these numbers).

The information below includes the number of evaluation forms returned, as well as any content related, or speaker specific comments from the attendees.

29 Evaluations returned. -Great! -The best presentation! -Excellent information. -The best seminar so far. - Helpful. Tried to cover too much information for the time allotted. -Mike Parker should have worn his white hat. -Great stuff. -Super, the best! (2) -Very good. -Fabulous! -Outstanding, simply amazing. A fountain of knowledge on social media. -Handout would be helpful. (2) -Speakers spent too much time totally about non-relevant persona experiences. Gave conflicting messages about utilizing Facebook and being real. I am an avid social media user and found this session laughable. My opinion is that the speakers were no experts, but merely wanted to plug themselves. -Your intro was fun! -Thank you for starting on time.