

3.3 The Making of a Successful New Brand – Graham Cathie

Poor **Excellent**

- a. Presenter
- b. Provided new and useful information
- c. Were valuable for practical application

3.4 Marketing Challenges and Segmentation – Lynne Ziehlke

Poor **Excellent**

- a. Presenter
- b. Provided new and useful information
- c. Were valuable for practical application

4. Concurrent Sessions For the workshops you attended please rate by placing an X on the scale

4.1 Topic Making Pest Management Work

Poor **Excellent**

- a. Well presented
- b. Provided new and useful information
- c. Were valuable for practical application

4.2 Topic New Approaches to Irrigation & Nutrition

Poor **Excellent**

- a. Well presented
- b. Provided new and useful information
- c. Were valuable for practical application

4.3 Topic Improved Quality= Improved Profits

Poor **Excellent**

- a. Well presented
- b. Provided new and useful information
- c. Were valuable for practical application

4.4 Topic Do Organic & Sustainable Practices Work?

Poor **Excellent**

- a. Well presented
- b. Provided new and useful information
- c. Were valuable for practical application

4.5 Topic What Processors Are Up To

Poor **Excellent**

- a. Well presented
- b. Provided new and useful information
- c. Were valuable for practical application

4.6 Topic What's Hot & What's Not

Poor **Excellent**

- a. Well presented
- b. Provided new and useful information
- c. Were valuable for practical application

4.7 Topic Macadamias in the Health Revolution

Poor **Excellent**

- a. Well presented
- b. Provided new and useful information
- c. Were valuable for practical application

4.8 Topic Managing Your Business for Improved Profits

Poor **Excellent**

- a. Well presented
- b. Provided new and useful information
- c. Were valuable for practical application

5. Which workshop did you find most useful?

6. Which workshop did you find least useful?

7. Please indicate any topics or areas of interest you would have liked included:
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8. CONTENT

Less **More**

- a. Marketing and Promotion
- b. Business Management
- c. Research & Development
- d. Other

Comments

9. MEALS

Comments

Welcome Dinner **Poor** **Excellent**

Conference Dinner **Poor** **Excellent**

Lunch (Wed) **Poor** **Excellent**

Lunch (Thurs) **Poor** **Excellent**

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10. THE VENUE

Yes

No

10.1 Do you think the venue (Civic Centre) is suitable for this type of event?

Why:.....

.....

Yes

No

10.2 Do you think the location (Bundaberg) is suitable for this type of event?

Why:.....

.....

10.3 Where would you like future conferences? eg a macadamia growing region (ie Northern NSW, Gold Coast, Sunshine Coast, etc) or a “get away from it all” destination?

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11. ADMINISTRATION

Yes

No

11.1 Do you consider the organisation of the conference satisfactory?

If 'No', why:.....

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12. DO YOU HAVE ANY ADDITIONAL COMMENTS?

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Thank you for taking the time to complete this survey.

Name: _____ (optional)

