



ASSOCIATION of BRIEFING
PROGRAM MANAGERS

Excerpts and Ratings from the ABPM 2009 Spring Conference Evaluations

98.1% of attendees rated their overall satisfaction a 4 or 5 on a scale of 5 where 5 was Extremely Satisfied (56.86% rated satisfaction a 5)

96.08% said they were likely or extremely likely to recommend the conference to a colleague (70.59% were extremely likely).

"I thoroughly enjoyed all aspects of the conference from the keynote speaker to the awards finale on the dinner cruise. I still find myself going back to Victoria's address during my 'busy' day and hear her say to 'breathe'! The event was professionally orchestrated and I found the workshops engaging. I am still amazed that there is such an atmosphere of sharing between the briefing centers on their best practices, not competitive at all like you see with other professions. I am pleased to be a part of this one and my goal is to elevate our program to world-class with the help from my colleagues."

"I thought that the content of the tracks and the sessions were right on target and clearly addressing the dramatic changes we are all experiencing in the creation and delivery of our messages. Very informative and great sharing across an interesting group of companies. It was also fun to realize how many of the companies we have had "off conference" collaborations with! Thank you!"

"This was my first conference and having only been in the Briefing Centre community for around 10 months this was a great way to get to know what it's all about. Fantastic induction I learnt as much in these 3 days as I have in 10 months"

"As usual I found this year's conference content very timely and applicable to my job."

"I always like the conference and still get something out of it each time I go...10 yrs later."

"Session breakouts are great. The entire community is so willing to share, so the ability to meet your peers and make those connections is terrific. One of the attendees who came to our center on tour day has now reached out to their sales team to schedule a customer briefing! I just participated on a planning call with the sales team yesterday! Very cool way to keep volumes up. Thank you."

"Duration was just right. Focus on practical benefits and lessons learned was clearly the strong point for me. The group is engaging and happy to help, I hope to give back what I learned and more in the coming years. Was well worth the time Bluecoat invested in the conference. (Quote me if you want!)"