

**January 30, 2014**  
**Kennebunk Business Expo/Seminar**

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*“Simple Internet Sales Tools for Your Small Business or...  
...How Duffy’s Sells 400 Burgers a Month via the Internet!”*

**Post Event Survey Results**  
**Estimated Attendance: 175**  
**Useable Questionnaires: 90 (51.4%)**

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**February 3, 2014**

# **2014 Kennebunk Business Expo/Seminar Survey**

## **Estimated Attendance: 175    Useable Questionnaires: 90**

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### **Introduction and Explanation**

The Economic Development Committee could not fix an exact number people who attended their January 30, 2014 seminar simply because some people came late, others arrived by the side door at the front of the auditorium without checking in and of course exhibitors were registered the day before, etc. Of the 108 folks who were pre-registered to attend (not exhibitors) a dozen nametags were never picked up. Conversely those handling registration reported that the seminar had at least a dozen "walk-ins."

The 31 exhibitors had indicated they would be bringing a total of 54 people and we counted on an additional 15 from Town Hall staff and the EDC. By eliminating the number of booklets left, counting those few empty seats in the audience seating but then adding those sitting along the sidewall among the exhibitors-we estimate that approximately 175 people were in the Town Hall Auditorium on Thursday, January 30th for the seminar.

At the close of the morning's program---many attendees left by the side door in the front door without handing in the survey questionnaire and some were just in too much of a hurry to get to work that they did not fill it out. We were able to harvest 90 usable questionnaires, e.g. a 51.4% response rate among attendees. Naturally, some questions were unanswered. The following tabulations are based on those that answered each specific question.

#### **1. How would you rate today's entire Biz/Expo Program? (88 answered the question)**

Very High	<b>50%</b>
High	<b>43%</b>
Average	<b>7%</b>
Low	<b>0%</b>
Very Low	<b>0%</b>

#### **2. Did the seminar meet your expectations as it relates to applying effective business technology tools for marketing, sales and customer service? (88 answered the question)**

Definitely	<b>59%</b>
Yes	<b>37%</b>
Somewhat	<b>4%</b>
Not at all	<b>0%</b>

#### **3. Did the panel of local business owners convince you that most business technology solutions can be found in the Kennebunk area? (88 answered the question)**

Definitely	<b>39%</b>
Yes	<b>43%</b>
Somewhat	<b>16%</b>
Not at all	<b>1%</b>

#### **4. Would you recommend this program to others? (85 answered the question)**

Definitely	<b>62%</b>
Yes	<b>32%</b>
Maybe	<b>6%</b>
No	<b>0%</b>

## 5.: What was your favorite part of this seminar?

88% Responded: "The Panel and the Q&A"

### Some of the specific comments were:

- Panel Presentations
- Diverse range of topics
- Great tips; Practical Advice
- Review of tools I can use
- Stayed on schedule; didn't drag on
- Blake's gift cards ("very Disney University!")
- Organization of information
- Personal approach
- Audience participation
- Great questions and informative answers
- Innovative program; Interaction
- Humor

### Specific Subjects:

- Promoting your business through Social Media - 6% (of all respondents)
- Website Tools - 6%
- Online Customer Service & Reviews – 2%
- Networking Opportunities with other businesses – 9%
- "All of It", "Exceeded my expectations", "Just wonderful" -8%

## 6. Do you use any of the following tech tools in your business: (90 Answered this question)

(Percentages to not add up to 100% due to multiple tools being used by the respondent)

Websites	83%
Social Media	64%
e-mail promotion	39%
Blogs	17%
Video	14%
Customer Service Feedback:	18%

## 7. Did you find the exhibits from local businesses worthwhile? (87 answered the question)

Definitely	29%
Yes	45%
Somewhat	17%
Not at all	9%

## 8. What kind of business do you operate? (90 answered the question)

Retail	36%
Service	53%
Wholesale	5%
Manufacturing	1%
Construction	4%

## 9. How many years in business? (87 answered the question)

Less than 2 years	22%
3 to 5 years	8%
6 to 9 years	6%
10 + years	64%

**10. How many employees do you have? (80 answered the question)**

No other employees	53%
2 to 5	19%
6 to 9	10%
10 to 49	6%
50+	11%

**How would you rate your company's current business conditions? (79 answered the question)**

Excellent	9%
Good	52%
Average	32%
Poor	5%
Very poor	0%

**12. How did you hear about this Business Expo/Seminar? (90 answered the question)  
(Percentages due not add up to 100% based on multiple replies by the respondent).**

Post Card	22%
E-Mail	32%
Poster	16%
Newspaper	18%
Someone Told Me	22%
Facebook	7%
Public Access TV	4%
Other: _____ <i>"Highway Banner on Route #35"</i>	

**13. Please check ALL Local business/civic organizations you may belong to: (90 questionnaires)**

Chamber of Commerce	32%
Rotary	2%
Kennebunkport Business Association	7%

**14. Please tell us what topic(s) you would like to see in future programs: (90 Questionnaires\_  
(Percentages do not add up to 100% as respondents checked multiple topics)**

Human Resources	13%
Marketing	62%
Sales	36%
Finance	17%
Technology	33%

**15. Would you be interested in participating in a Consumer/Home Show Expo open to the general public?**

Yes	62%
No	33%

**16. Do you have any other suggestions on how to improve these Seminars and/or Expo**

- "Would like recommendations on who to go to for professional services, i.e., creating websites, Facebook page, etc.
- Keep it to 3 hours; a bit too long (3X)"
- "More exhibits"
- "Shorten the mingling/breakfast time (2X)"

- “Shorter presentations, then breakout sessions for about 20 minutes, then rotate.”
- “Leave questions to the end of each presentation (2X)”
- “Stay on topic; provide specific information on general topics”
- “Turn videos off while presentations are going on, very distracting when they weren’t relevant to the speaker. (3X)”
- “Video screens too small to see clearly even from the 3<sup>rd</sup> row.”
- “Provide list of attendees as follow up.”
- “More easily accessible venue”
- “Social media hot topic”
- “Have guest speaker on varied topics”
- “Larger screen for video”
- “The end got too technical”
- “Suggest offering some classes or seminars specific to different things: web design, marketing, etc.”
- “Figure a way to help each participant on a personal level beyond having them sit and listen.”
- “Have some smaller, interactive seminars that demonstrate “how to do” some of these things. Maybe the RSU21 would allow computer lab use on an evening or Saturday.”
- “Terrific program. Could not put a price on the value of this program. I learned so much. Made great contacts and offers for help.”
- “Have questions asked on microphone so all can hear the questions.”
- “Address how to overcome overwhelming impact of technology on our time. (Time management vs. tech)”
- “Security issues regarding use of technology – a serious topic.”
- “Relationship between social media and loss of privacy.”
- “Collect email addresses and send out pdfs of the power point presentation. Use your audience for more business-to-business events.”
- “Slower speed, more in depth in each topic vs. quick overview of many items.”
- “All of it fantastic. Relevant. Interesting. Loved it all.”

**On both Facebook as well as emails to Karleen Fortin, who handled the registration, we also received these additional comments**

## Facebook Comments

- **Laura Dolce:** *“Come on down to Kennebunk Town Hall. Free papers! Good conversation! Great networking!”*
- **Carey Anne Hill:** *“It was a great event in my opinion. I learned alot.”*
- **Pamela Cummings:** *“This is interesting... Getting good info for our new Village Day Spa business.”*
- **Lisa Eaton:** *“Wow! What a great seminar. My brain has so many ideas cooking!”*
- **Teresa Andreoli:** *“Great conference. Will send notes. Soon as I type them.”*
- **Mandy Saucier Nelson:** *“Thanks! It was very well run and informative. The humor was great, keeping it light, and they touched on some great things. I don't think there is much to improve on except sticking to time a little better because I think Blake got shortchanged a bit in the end.”*
- **Anonymous:** *“The seminar on Thursday was fantastic. I came away with lots of ideas for improving my business. I only wish that I had brought my web guy with me. Do you know if there are plans to do this type of thing again? It was so very helpful. Thanks!”*

## **Emails sent to Karleen Fortin:**

***Dear Karleen***

*Thank-you and everyone who contributed to the business seminar yesterday. What an amazing community service! Everything about it was superb, and the information and speakers were clear and practical. Many thanks!!!*

***Betsy Anderson***

***Hi Karleen:***

*I just wanted to send a big THANK YOU for putting on a super seminar. I loved it, learned tons and enjoyed the large turnout. The speakers did a fabulous job.*

***Teri Cardinelli  
Cloth Interiors  
207-332-8600***

## 2014 Kennebunk Business Expo/Seminar Survey

*Your opinion will help the Kennebunk Economic Development Committee design future programs. Please complete both side of this questionnaire. Thanks for your help.*

1. How would you rate today's entire Biz/Expo Program?  
(Please check one) Very High ( ) High ( ) Average ( ) Low ( ) Very Low ( )
2. Did the seminar meet your expectations as it relates to applying effective business technology tools for marketing, sales and customer service? (Check one) Definitely ( ) Yes ( ) Somewhat ( ) Not at all ( )
3. Did the panel of local business owners convince you that most business technology solutions can be found in the Kennebunk area? (Please check one) Definitely ( ) Yes ( ) Somewhat ( ) Not at all ( )
4. Would you recommend this program to others?  
(Please check one) Definitely ( ) Yes ( ) Maybe ( ) No ( )
5. What was your favorite part of this seminar? \_\_\_\_\_
6. Do you use any of the following tech tools in your business:  
(Please check all that apply: Websites ( ) Social Media ( ) e-mail promotion ( ) blogs ( ) video ( )  
Customer Service Feedback ( ) Other: \_\_\_\_\_
7. Did you find the exhibits from local businesses worthwhile?  
(Please check one) Definitely ( ) Yes ( ) Somewhat ( ) Not at all ( )

### **Please tell us about your business:**

8. What kind of business do you operate?  
(Please check one) Retail ( ) Service ( ) Wholesale ( ) Manufacturing ( ) Construction ( )  
Other ( ) Please describe your type of business \_\_\_\_\_
9. How many years in business? Less than 2 years ( ) 3 to 5 years ( ) 6 to 9 years ( ) 10 + years ( )
10. How many employees do you have?  
(Please check one): No other employees ( ) 2 to 5 ( ) 6 to 9 ( ) 10 to 49 ( ) 50+ ( )

***Be sure to complete the questionnaire on page two:***



11. How would you rate your company's current business conditions?  
(Please check one)      Excellent (    ) Good (    ) Average (    ) Poor (    ) Very poor (    )

12. How did you hear about this Business Expo/Seminar?  
(Check one) Post Card (    ) E-Mail (    ) Poster (    ) Newspaper (    ) Someone Told Me (    ) Facebook (    )  
Public Access TV (    ) Other \_\_\_\_\_

13. Please check ALL Local business/civic organizations you may belong to: Chamber of Commerce (    )  
Rotary (    ) Kennebunkport Business Association (    ) Other(s.): \_\_\_\_\_

14. Please tell us what topic(s) you would like to see in future programs:  
(Check up to 2 items) Human Resources (    ) Marketing (    ) Sales (    ) Finance (    ) Technology (    )  
Other: \_\_\_\_\_

15. Would you be interested in participating in a Consumer/Home Show Expo open to the general public?  
Yes (    )      No (    )

16. Do you have any other suggestions on how to improve these Seminars and/or Expo? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

***Thank You!***