

2004 FUSION AWARDS

F&HC
KNOWS
HOW TO

JUNGLE BOOGIE

2004 Fusion Awards Event Follow-up Survey

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First of all, thanks to everyone who attended The Fourth Annual F&HC FUSION Awards! The Innovation Team certainly had a lot of fun putting together the night's activities, and hope very much that you enjoyed attending.

Please take a few moments to give us feedback on the overall celebration as well as the individual elements. This will help us to continually improve the event year-to-year.

Thanks in advance,

— *The F&HC Marketing Innovation Team*

1. Please mark which applies to you:

Agency Employee P&G Employee

2. What was your overall opinion of the event?

Poor Fair Good Very Good Excellent

3. What did you like best about the event?

Food Entertainment Awards

4. What did you like least about the event?

Food Entertainment Awards

5. How would you rate the Cocktail Hour?

Poor Fair Good Very Good Excellent

Comments:

6. How would you rate the Awards Portion of the Night?

Poor Fair Good Very Good Excellent

Comments:

7. How would you rate the after Party (Cast Party)?

Poor Fair Good Very Good Excellent

Comments:

8. How would you rate the food?

Poor Fair Good Very Good Excellent

Comments:

9. How would you rate the location?

Poor Fair Good Very Good Excellent

Comments:

10. How would you rate the invitations?

Poor Fair Good Very Good Excellent

Comments:

11. If you attended the first FUSION awards, how did this compare?

Not as good

About the Same

Better

Comments:

12. What would you like to see done differently at next year's event?