



COVENTRY &
WARWICKSHIRE

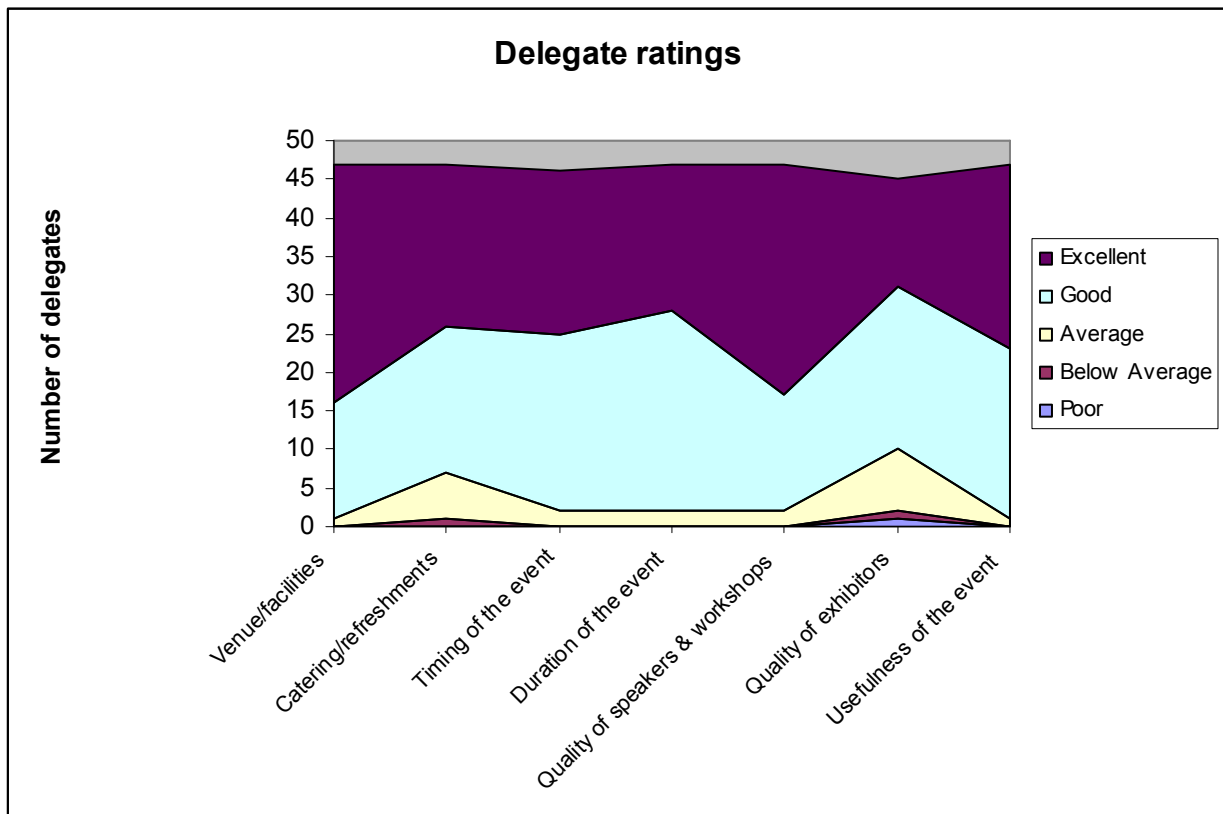
Food
and drink
2009

Food for Thought Feedback Form

Tuesday 19th May 2009
Ansty Hall Hotel, Nr Coventry

47 responses received from 108 delegates (44% response rate)

	Poor	Below Average	Average	Good	Excellent
Venue/facilities			1	15	31
Catering/refreshments		1	6	19	21
Timing of the event			2	23	21
Duration of the event			2	26	19
Quality of speakers & workshops			2	15	30
Quality of exhibitors	1	1	8	21	14
Usefulness of the event			1	22	24



Comments to 'What would you like to see at future events?'

Format and content

- 'Possibly tried to fit too many talks into the day, fewer and longer may have been better'

- 'The quick bite workshops are a very good idea, but far too short to be of any value. They need to be at least twice as long to avoid bullet point discussion and enable greater detail to be presented'
- 'Expanded workshops – ½ day etc'
- 'Longer marketing sessions'
- 'It would be good for follow up event as an extension of quick bites'
- 'Bite sized workshops would be good to be turned into full day/half day workshops'
- 'More choice of speakers and subjects'
- 'More local producers to meet with'
- 'More of the same with delegates involvement'
- 'To be able to see all the different courses', 'To be able to see the other courses as well'
- 'More on internet marketing'
- 'Inclusion of banking sector – advice on cash flow etc might help small suppliers and producers and their outlets to survive' **Advice and support in these areas is available direct from Business Link west Midlands Tel: 0845 113 1234 .**
- 'More opportunity for participation in workshops or encouragement of networking'
- 'More feedback allowed eg. Questions and answers'
- 'Help on revenue creativity'
- 'Commercial workshop'
- 'The cookery demonstrations were fabulous, more of these would be excellent'
- 'Cookery demos'
- 'Cook off between hotel head chef and celebrity'
- 'In detail recipes, particularly for B&B breakfasts'
- 'Café/coffee shop related'
- 'Focus on small businesses'
- 'Menu for lunch'
- 'The format worked well and the timing was excellent'
- 'A great day lots of good ideas. Great speakers and food demos. For the future, if this continues along the same balance I think you've got it right'

Speakers

- 'Cooking shows and Geoff Ramm to do your talks, he is very good', 'Marketing speaker – Geoff Ramm excellent', 'More Geoff Ramm', 'Other excellent speakers like Geoff Ramm', 'See more of Geoff Ramm and a lot like him'
- 'Internet speaker – Susan Hallam excellent'
- 'Lesley Waters demonstrations very good'
- 'Rob Ward's workshop not great!'
- 'Michael Rolls didn't really know the audience - assumed everyone was a hotelier at the 'Protect your assets' session'

Exhibitors and local produce

- 'To eat the food shown in the presentation'
- 'More tasting of local products'
- 'More food on the exhibitions stand'
- 'More exhibitors' x 4 delegates'
- 'More suppliers present'
- 'More local producers, talking of what and how they produce'
- 'Cookery demo did not use enough local ingredients'

General

- 'Great workshops today. More exciting ideas for the business;- marketing and promoting the business'
- 'Always appreciate any new ideas on all aspects of the business'

Comments to 'Would you like to make any other comments?'

General Compliments and praise

- 'Excellent day! Interesting and entertaining', 'Very interesting and useful', 'An interesting and useful day, thank you', 'Thank you for a great day. Very useful', 'Thank you for a very interesting day', 'Excellent event – thank you', 'Well worth it!', 'It was an excellent day, have lots of ideas to work on', 'The whole day was extremely enjoyable. Thank you so much!!', 'It has been a wonderful presentation today',
- 'Very well organised', 'Really enjoyed the day. Well organised and interesting'
- 'This has been an excellent day and I have benefited from this experience. I will come again', 'Can't wait for the next event!!'
- 'I have found it really useful today, and would like to see similar events on an annual basis. Thank you!!'
- 'A fantastic day – very useful. The celeb chef might have been the reason for good attendance'
- 'Thank you to everyone for all their hard work in putting [together] what I can only describe as thoroughly professional. Also a big thanks to the sponsors as this sort of event is badly needed in today's very difficult economic climate'
- 'It's very good getting information through emails from Coventry & Warwickshire'

Comments on the format and content of the day

- 'A very good format worth repeating but only have one 1hr workshops in morning and afternoon'
- 'The quick bite workshops worked really well and were the right length of time'
- 'workshops were excellent, short and useful'
- 'Less cookery demos!'
- 'Opportunity for speed networking (like speed dating)'
- 'General coverage was very good and covered a diverse range of topics. Perhaps next event could break down to smaller fields i.e. food, catering, hotels etc'
- 'Would have liked more time to sample the cooking!'
- 'Really shameful use of local ingredients – more available in ASDA! Only one cheese, beer, sausage, turkey mentioned by name and lip service paid to a few other ingredients like potatoes'
- 'Choice of food at lunchtime was excellent'
- 'More drinks variety would be good', 'It would have been good to have dessert at lunchtime'
- 'There is still no clear category for us to enter in the awards, but wonderful, interesting, useful speakers. Thank you, do it again next year!'
- 'We were told to bring lots of business cards/leaflets which I did but there was no opportunity to put them in a public place'

Comments on the Speakers

- 'Geoff Ramm brilliant!', 'Thought marketing tips very inspirational'
- 'Geoff Ramm and Susan Hallam are brilliant speakers. Lesley Waters in entertaining'
- 'Presenters all missed the point – they thought they were in Coventry, and Warwickshire got hardly a mention'

- 'Cookery demonstrations were entertaining', 'Really liked the cooking demonstrations by Lesley Waters'

Exhibitors

- 'I enjoyed Hiplife Sauces. Good product on the market', 'Loved Hiplife Sauce at the exhibition stand'
- 'Encourage more exhibitors to attend', 'Have more different suppliers'

General and Misc.

- 'Please supply recipes from Lesley' [Contact details left]