Title: Enhancing the Member Experience

Evaluation Form

Day, Date: 9/27/2011
Time: 2:00 PM – 3:00 PM
Event #: 01-183DL

I am
□ CHES
□ MCHES

Click here to enter text. ☐ ***Entry-level CECH*** **OR** ☐ ***Advanced-level CECH***

Please complete this evaluation. If applying for continuing education credits you **MUST** complete **all** questions.
For each of the following questions, mark (X) in the column that best represents your opinion regarding this session. Use the rating scale of 1-5 (1=strongly disagree, 5=strongly agree).

Learner Objectives	**Strongly Disagree**		**Neutral**		**Strongly Agree**
As a result of this session, I am able to:	**1**	**2**	**3**	**4**	**5**
a) Describe at least two touch-point communication strategies to recruit and sustain members interested in the field of health education					
b) Discuss the value of segmented communication to develop membership marketing plans for members interested in the field of health education					
c) List the key strategies to evaluate and promote the benefits of engagement to membership marketing for future members interested in the field of health education					
d) **Nicolette Warren, MS, MCHES** demonstrated mastery of the topic.					
e) **Nicolette Warren, MS, MCHES** was an effective presenter.					
f) **Celena Nuquay, MA, CAE** demonstrated mastery of the topic.					
g) **Celena Nuquay, MA, CAE** was an effective presenter.					
h) The session was timely in terms of current public health and health education practice.					

Please answer the following questions.

1. Suggestions for presentation improvement such as length, audiovisuals, handouts, materials, or what you would change about this session.

2. Additional Comments/Observations