

GAME ADVERTISING SUMMIT

SAN FRANCISCO MARRIOTT HOTEL

JUNE 9, 2006

Powered by
Game Developers Conference

Thank you for attending GDC FOCUS ON: Game Advertising Summit. Please take a minute to rate your experience for each session in the form below and fax it to (415) 947-6091 attn: Loria Ryan. Your feedback is much appreciated.

Session Evaluations:

5 = excellent, 1 = poor

Comments:

Keynote: Scaling Up: Growing Games into the Next New Ad Medium, Kevin Browne

1. Your overall rating of the presentation:		5	4	3	2	1
2. How relevant was the topic to you?		5	4	3	2	1
3. How well did this class meet your expectations?		5	4	3	2	1
4. Would you recommend this session to a colleague?		5	4	3	2	1
5. Please evaluate speakers' ability to communicate:	Browne	5	4	3	2	1
6. If there were visual aids (slides) how were they?		5	4	3	2	1

Analyst Session, Julie Ask, Michael Cai

1. Your overall rating of the presentation:		5	4	3	2	1
2. How relevant was the topic to you?		5	4	3	2	1
3. How well did this class meet your expectations?		5	4	3	2	1
4. Would you recommend this session to a colleague?		5	4	3	2	1
5. Please evaluate speakers' ability to communicate:	Ask	5	4	3	2	1
	Cai	5	4	3	2	1
6. If there were visual aids (slides) how were they?		5	4	3	2	1

Reaching the 18- to 34-year old Demographic Through Advertising, Tim Harris, Saneel Radia

1. Your overall rating of the presentation:		5	4	3	2	1
2. How relevant was the topic to you?		5	4	3	2	1
3. How well did this class meet your expectations?		5	4	3	2	1
4. Would you recommend this session to a colleague?		5	4	3	2	1
5. Please evaluate speakers' ability to communicate:	Harris	5	4	3	2	1
	Radia	5	4	3	2	1
6. If there were visual aids (slides) how were they?		5	4	3	2	1

In-Game Ad Integration - The development Side of the Story, Kudo Tsunoda

1. Your overall rating of the presentation:		5	4	3	2	1
2. How relevant was the topic to you?		5	4	3	2	1
3. How well did this class meet your expectations?		5	4	3	2	1
4. Would you recommend this session to a colleague?		5	4	3	2	1
5. Please evaluate speakers' ability to communicate:	Tsunoda	5	4	3	2	1
6. If there were visual aids (slides) how were they?		5	4	3	2	1

Publisher Panel, Dave Anderson, Sarah McIlroy, Dave Miller

1. Your overall rating of the presentation:		5	4	3	2	1
2. How relevant was the topic to you?		5	4	3	2	1
3. How well did this class meet your expectations?		5	4	3	2	1
4. Would you recommend this session to a colleague?		5	4	3	2	1
5. Please evaluate speakers' ability to communicate:	Anderson	5	4	3	2	1
	McIlroy	5	4	3	2	1
	Miller	5	4	3	2	1
6. If there were visual aids (slides) how were they?		5	4	3	2	1

(Continued on back)

Network Analysis Panel, Jon Epstein, Chris Gilbert, Nicholas Longano, Justin Townsend

1. Your overall rating of the presentation:		5	4	3	2	1
2. How relevant was the topic to you?		5	4	3	2	1
3. How well did this class meet your expectations?		5	4	3	2	1
4. Would you recommend this session to a colleague?		5	4	3	2	1
5. Please evaluate speakers' ability to communicate:	Epstein	5	4	3	2	1
	Gilbert	5	4	3	2	1
	Longano	5	4	3	2	1
	Townsend	5	4	3	2	1
6. If there were visual aids (slides) how were they?		5	4	3	2	1

In-Game Advertising - The Research Perspective, Emily Della Maggiora

1. Your overall rating of the presentation:		5	4	3	2	1
2. How relevant was the topic to you?		5	4	3	2	1
3. How well did this class meet your expectations?		5	4	3	2	1
4. Would you recommend this session to a colleague?		5	4	3	2	1
5. Please evaluate speakers' ability to communicate:	Della Maggiora	5	4	3	2	1
		5	4	3	2	1
6. If there were visual aids (slides) how were they?		5	4	3	2	1

Conference Evaluation:

How relevant were the following conference segments to your professional needs?

	Relevant	Somewhat Relevant	Not Relevant
Keynote Session			
Analyst Session			
Reaching the 18-34 year old Demographic			
In-Game Ad Integration			
Publisher Panel			
Network Analysis Panel			
In-Game Advertising - the Research Perspective			

How would you improve this event in the future?

Please rate the following aspects of the GDC Focus On - Game Advertising Summit.

	Excellent	Good	Average	Poor
Session Content				
Location				
Speakers				
Helpfulness of Staff				
Networking opportunity				
Website				

Are there any companies or speakers you think should have been presented today?

How did you hear about the GDC Focus On - Game Advertising Summit? (check one)

- Website
- Email newsletter
- Direct mail
- Telemarketer
- Referred by a colleague
- Other (Please Specify) _____

What session content presented today was most relevant to you?

Would you attend another GDC Focus On event?

Circle One Yes No

What is the main reason you attended this event? (check one)

- Professional Development
- Networking Opportunities
- Product Promotion
- Personal Interest
- Other (Please Specify) _____