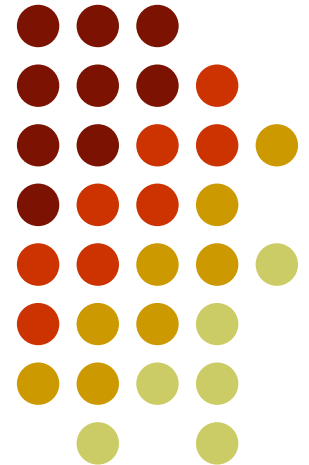


Change is the Peanut Butter of Success

By
Ross Ament



Change.....



- But, we've always done it this way!
- Everyone loves it!
- That is George's baby!
- We can't do that!



Change...



- “Uncertainty is the only thing to be sure of.”
 - Anthony Muh, Citigroup, head of investment in Asia
- “If you don’t like change, you’re going to like irrelevance even less.”
 - General Eric Shinseki, Chief of Staff, U.S. Army

Change...

- “Nothing endures, but change.”
 - Heraclitus – Greek philosopher



Evaluation....



- “People ask for criticism, but they only want praise.”
 - W. Somerset Maugham

Evaluation....



- The process of gathering specific information related to objectives or goals.

What to examine



- An evaluation of the program
- Evaluation of the site, facilities, local services
- Evaluation of other elements, entertainment, social programs
- Profile on the registrants

Evaluation...



- Goals
 - What are the 3 or 4 goals of this event?
- Strategies
 - What were the steps to achieve the goals?
- Action Items
 - What were the specifics to achieve the strategies?

Who Evaluates



- Attendees
- Representatives from all organizations that provided services
- Staff
- Volunteers

Success



- How do you measure success?
 - Attendance
 - Gross receipts
 - Net profit
 - Vendor numbers
 - Satisfaction

Type of Data

- Quantitative Data
- Qualitative Data



Quantitative Data



- Questionnaire
 - Close-ended
 - Immediate
 - Delayed

Qualitative

- Open-ended
- Focus groups
- Personal Interview
- Direct observation



Change....

- Bruce Mau Design
- An Incomplete Manifesto for Growth



Mau...



- 1. Allow events to change you
- 2. Forget about good
- 9. Begin anywhere
- 11. Harvest ideas. Edit applications.
- 12. Keep moving
- 14. Don't be cool.
- 41. Laugh

Peanut Butter...

- Substance
- Nutritious
- Long lasting
- Memorable



Change..



- Are you evaluating?
- Are you looking at your event through “different eyes.”
- Can you change?

Peanut Butter...

- No baloney!



Thank you!



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