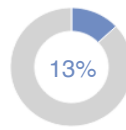


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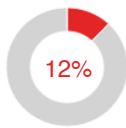
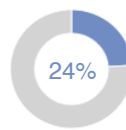
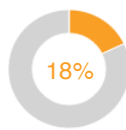
## ICCO GLOBAL SUMMIT PULSE CHECK™ 2015

Overall, how would you rate this year's Global Summit?



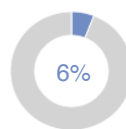
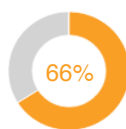
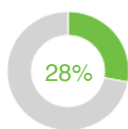
- It was excellent
- It was very good
- It was good
- It was average
- It was poor

Which of these would you like to see on the Global Summit agenda next year?



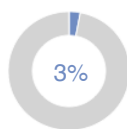
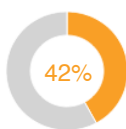
- More discussion on new trends in communications
- More panel discussions, fewer keynotes
- Sessions on related Summit topics, chaired by PR Industry leaders
- A wider variety of speakers
- None of the above and here's why

What did you think about the agenda and content?



- The agenda was well structured with excellent content
- The agenda was just right and the content was relevant
- None of the above and here's the reason why

Overall, how well organised was the Global Summit?

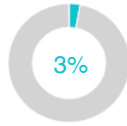
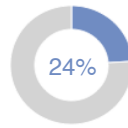
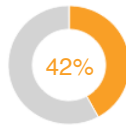
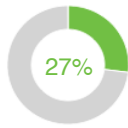


- Really well
- Well organised for the most part
- It was not that well organised
- It was poorly organised and here is why

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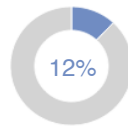
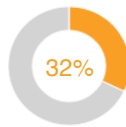
## ICCO GLOBAL SUMMIT PULSE CHECK™ 2015

What was the main benefit you derived from attending the Summit?



- I learned something new from everyone who spoke or presented
- I learned some new things along the way
- I had the opportunity to network with my industry peers
- Having some time away from the office to reflect on my business
- None of the above and here's the reason why

If there was one thing we could do differently next year, which one of these would it be?



- Invite more speakers from a wider variety of backgrounds to contribute
- Allow for break-out sessions to debate key topics in more depth
- Run more interactive Q&A sessions
- Allow more time for networking with industry peers
- None of the above and here's the reason why