

BUSINESS INSTITUTE

Presents:

TRENDS AHEAD - Outlook for 2018

Presented by:



Kate Murphy,
Research Manager

campos
RESEARCH STRATEGY

The increasing influence of technology, millennials and digital initiatives in the marketplace are converging and driving demands on B2C and B2B marketers!

Hear about...

- The most critical trends for the upcoming year

and get engaged in...

- A discussion of how the trends in 2018 may impact your business
- An exercise in how to apply and leverage these trends to your advantage

Tuesday, January 23, 2018

9:00a.m. – 11:00a.m.

Koppers Building

436 Seventh Avenue, Lower Level

Conference Room 4 – H. White Room

Pittsburgh, PA 15219

Cost: Members: \$10.00

Non-Members: \$20.00

You must RSVP by: January 19, 2018

412-392-0610 or information@aaccwp.com

This workshop is sponsored by:

**COMCAST
BUSINESS**

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Summary Evaluation

1. What type of business / profession do you represent?

Education	Finance	IT/Technology	Lending	Non-Profit
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2. Are you or your company a Chamber member? Yes = 89% No = 11%
 If yes, how long have you been a Member of the Chamber?

1-12 Months = 12%	>1 Year = 88%
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3. Is this your first Business Institute Workshop with your Chamber? Yes = 44% No = 56%
4. Have you attended a presentation by Campos in the past? Yes = 22% No = 78%
 4a. If yes, has their research been helpful to you and your business? Yes = 100%
5. How would you rate Kate Murphy as a presenter?
 (Circle 1 the lowest to 5 the highest) 2 = 11% 4 = 33% 5 = 56%
6. How would you rate the overall presentation?
 (Circle 1 the lowest to 5 the highest) 4 = 11% 5 = 89%
7. Which part of the presentation was most useful to you?
 The entire discussion was excellent; the high-level nature of the presentation and access to more in-depth resources; really enjoyed the Q&A – understanding what's trending today; good info that you don't think about; post discussion; B2B to C and change in education; enjoyed the trends of how social and customers are seeing the future; trends impacts
8. What would you do to improve the presentation? Please explain.
 Presentation should not be read, so that it is more engaging and personal; include more data points, many were missed as the tempo was a little fast; potentially provide employment trends, particularly those related to persons with a criminal past; region-specific examples mixed in with general; enjoyed the presentation and would not change anything
9. Are you interested in attending: *The Implications of Tax Reform on Individuals and Small Business Workshop* that is scheduled February 22nd? Yes = 100%

Other comments please:

Great program & engaging discussion! Thanks so much for putting this together & thanks for breakfast. Really informative and helpful.