

Typical Conference Participant Feedback

Dennis Ackley

Condensed From Original Reports

51st NATIONAL CONFERENCE

Profit Sharing/401(k) Council of America

COMMUNICATION: RETIREMENT ISN'T GOING TO WORK

	Excellent	Good	Average	Fair
1. Content of the presentation was	22	3	1	0
2. Technical Information offered was	19	4	3	0
3. Format of session was	20	5	1	0
4. Overall this session was	22	3	1	0
5. Speaker presentation skills were	23	2	1	0

Ackley

- Excellent - a new way to approach education.
- ***BEST SPEAKER EVER FOR PSCA: 10 YEAR PSCA MEMBER/ATTENDEE.***
- Definitely - very engaging.
- Session too short. Very good follow-up to previous year session.
- Excellent speaker.
- Very energetic. Could he speak at the lunch at next year's?

2003 Benefits Management Forum and Expo Participant Feedback

Speaker Dennis Ackley

9.7 on a 10-point scale

How would you rate the quality and content presented in this session?

4	Excellent	63
3	Good	2
2	Fair	
1	Poor	

How would you rate the speakers' presentation skills?

4	Excellent	64
3	Good	1
2	Fair	
1	Poor	

Rate the degree to which the presentation met your expectations


4	Excellent	61
3	Good	4
2	Fair	
1	Poor	

Additional Comments

(4) great info/ very informative, outstanding, great -**best speaker heard during conference.**

(2) great information- usable ideas, very interesting and entertaining style!

(2) Excellent presentation -- has a great sense of humor!



50th Annual WorldatWork Conference and Exposition
 Presenter Evaluation

Title: Communicating Health Plan Cutbacks and Consumerism
 Session Code: B24M1
 Presenter: Dennis R Ackley
 Number of Persons Providing Ratings for Session: 55
 Total Number of Ratings for All Sessions: 5,293

This table is a summary of how your audience rated your presentation, based on those who responded to the session evaluation form. Column 1 of the table identifies the content of the item rated. Column 2 contains your average rating for the corresponding item. Column 3 gives the average ratings for all conference sessions.

The rating scale used by the audience was the same for all five items. Ratings were given on a numbered seven-point scale with "1" being "Poor", "4" being "Average," and "7" being "Outstanding."

Item Rated	Your Session	All Sessions
Individual Presentation Skills	6.60	5.68
Knowledge of Subject Matter	6.60	6.08
Quality of Session Materials	6.35	5.48
Applicability to Attendees' Workplace	6.47	5.68
Topic was Relevant and Timely	6.54	5.91

9.4 on a 10-point scale

50th Annual Employee Benefits Conference International Foundation of Employee Benefit Plans

Session: Motivating Plan Participants to Use Benefits Appropriately
Day: Friday, 12/3/2004

Dennis R. Ackley

1 = Poor 10 = Excellent

	Total Responses	Average
A. Indicate your overall reaction to this session.	75	9.0
B. Speaker Evaluation		
1. Educational Content	83	9.2
2. Organization of presentation	82	9.2
3. Speaker delivery/style	82	9.2

10-point scale
52% of audience was labor trustees

Session Comments

1. Energetic and lively speaker. (7)
2. Great class. Learned a lot! (6)
3. **Most dynamic speaker of the convention.** (2)
4. Mr. Ackley is very knowledgeable and passes on very good info and ideas on how to improve my plan
5. Good information with real actionable points that I can put into practice.
6. I would give more than a 10 if possible. Topic was very useful and Mr. Ackley's suggestions were terrific!
7. Excellent presenter - clear, concise & very informative. Should be a Keynote speaker!!



May 11, 2005

Dennis Ackley
President
Ackley Associates
612 SE Cumberland Drive
Lees Summit, MO 64063

Dear Dennis,

In wrapping up our 30th Annual Conference, I want to take this opportunity to thank you for participating as a speaker in this important educational event. We appreciate your time and effort to prepare your presentation and share your expertise with conference attendees.

Based on attendees' evaluations, the conference was very successful, earning an overall rating of 4.34 on a 5-point scale. You may be interested to know that your rating as a speaker was - 4.60.

**9.2 on a
10-point
scale**

NAHU 2005 Annual Convention Program Evaluation Selling HSA Plans -- Dennis Ackley

Q.I received useful information relevant to my interests and needs from this seminar

Responses	Percent
Strongly Agree	76.9%
Agree	23.1%
Disagree	0.0%
Strongly Disagree	0.0%

Q The seminar provided specific ideas that I can use in my job.

Responses	Percent
Strongly Agree	79.5%
Agree	20.5%
Disagree	0.0%
Strongly Disagree	0.0%

International Foundation of Employee Benefit Plans

MEETING: HEALTH CARE MANAGEMENT CONFERENCE
 SPEAKER: DENNIS R. ACKLEY
 SESSION: EDUCATING MEMBERS AND PLAN PARTICIPANTS
 DAY: WEDNESDAY, NOVEMBER 17, 2004

	TOTAL RESPONSES =====	AVERAGE =====
A. Indicate your overall REACTION to this session.	99	9.3
B. Speaker Evaluation (indicate your response)		
1. Educational content	99	9.3
2. Organization of presentation	98	9.3
3. Speaker deliver/style	98	9.4

**10-point
scale**

Session Comments

1. Very high energy speaker -- great use of humor.
2. Should have been the 'kick-off' speaker for the Conference.
3. Best session overall.
4. Dynamic speaker -- high energy -- excellent material. We need to hear more from him. Very outstanding!
5. Dennis was great--He can open your eyes and ears His presentation was very good.
6. The best speaker.
7. Best session.
8. *This was one of the best sessions I have ever attended.*

2005 Strategic HR Leadership Conference

Dennis Ackley: An HR goon and a *communicommando* in one. By David Murray, Ragan Communication
 Comedian Dennis Miller used to say, "I don't mean to get off on a rant here, but" Benefits communication consultant Dennis Ackley should have opened his session the same way. He used his full hour for a red-faced railing at benefits communication—how bad it is, and how good it could be.

Ackley was a breathtaking all-in-one mixture of detailed knowledge of how companies should think about benefits and common sense about how they should communicate about benefits.

Not to get off on a rant here, but if HR and communication expertise can peacefully coexist exist in one man, why in the hell can't it coexist in one corporation?

18th ANNUAL

BENEFITS MANAGEMENT FORUM & EXPO

Effectively Communicating Health Plan Changes

Dennis Ackley

How would you rate the quality and content presented in this session?

Excellent	51 ←
Good	3
Fair	0
Poor	0

**9.4 on a
10-point
scale**

How would you rate the speaker's presentation skills?

Excellent	52
Good	2
Fair	0
Poor	0

Additional Comments

- Got a lot of great ideas I can use right now
- Excellent presentation! Excellent speaker!
- Needed a bigger room!
- Excellent!
- *This is the best presentation/session I've attended at the conference!*
- Best session!
- Excellent presentation! Great energy and information

Speaker/Session Evaluation
International Foundation of Employee Benefit Plans | Certificate Series
Employee Benefits Communication
October 10 - 11, 2006
Georgetown University Conference Hotel, Washington, DC

Dennis R. Ackley

Program Evaluation Rate 1 to 10 (10 is Outstanding)

	<u>Average</u>
1. Educational content	9.1
2. Speaker deliver/style	9.3
3. Was the material relevant and valuable to you?	9.4
4. Your overall reaction to this program	9.2

10-point
scale

Session Comments

1. Awesome
2. The best instructor yet. Kept us motivated, captivated and learning. I'd come to any seminar where he's the speaker.
3. *Absolutely wonderful speaker*. Engaged, kept audience awake and interested. Funny as well.
4. As a new benefits communicator, I feel like I've 'cheated' my way into a wealth of wisdom though Mr. Ackley!
5. Great instructor. Kept my focus and attention. Great stories.
6. The content was extremely valuable.
7. Clear and well organized presentation. Good balance between overview and specifics. Great personality conveyed though energetic communication and teaching style. Wish he'd come work for our company!
8. Excellent, dynamic, interesting presenter!
9. A+ - I really enjoyed this course and I was motivated to go home and make changes.
10. Very engaging presentation. The instructor stripped away the preconceived notions regarding the "Dos and Don'ts" of benefits communications and delivered one clear message that's focused on the consumer.

July 26, 2006

Mr. Dennis Ackley
Ackley Associates
612 SE Cumberland Drive
Lee's Summit, MO 64063

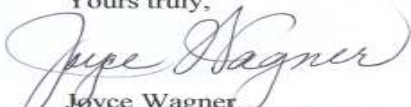


Dear Dennis:

Dennis, I thought you might be interested in the evaluation results on your presentation. On a scale of 5 to 1, with 5 being Excellent and 1 being Poor: "5" – 85%, "4" – 8%, and "3" – 7%. Yours was one of the highest evaluation ratings of all our speakers demonstrating your presentation was very well received and is deserving of praise for such a find job. I would also like to say it was a pleasure to meet and work with you – you are a delight.

Please feel free to contact me if you have any questions.

Yours truly,


Joyce Wagner
Executive Director

53rd Annual Employee Benefits Conference

International Foundation of Employee Benefit Plans

Getting Participants to Say "Wow!" About Their Defined Benefit Plan

Tuesday, November 6, 2007

Dennis R. Ackley

Rating Scale			
Poor	Fair	Good	Excellent
1-2	3-5	6-8	9-10

	<u>Total Responses</u>	<u>Average</u>
Indicate your overall reaction to this session.	214	8.9
Speaker Evaluation		
1. Educational Content	214	8.9
2. Organization of presentation	214	9.0
3. Speaker delivery/style	214	9.0

Session Comments

This class was the best class I have ever taken at the IF. It is a "WOW"! (2) I have never rated a class this high.

Passionate speaker - the best! (3)

Excellent speaker! (4)

This session flew by - what an excellent speaker. I want Dennis to come talk to my employees!!

This is the most helpful session I have been to and provided concrete suggestions.

Excellent, great new perspectives.

Thank you!!!

One of the best of the conference!

Dennis is one of the best speakers I have heard in three years.

Very good session, very good speaker.

Nice job - well done! Very informative. Learned the most so far from this speaker.

Lively, enthusiastic session. Very enjoyable. Good information in a good format.

Great content - best speaker to date.

Great style - no nonsense.

Presenter was excellent and engaging. (Obviously he was a teacher!)

This was my best session to date. Great information to project to participants. Also great organizing tool.

A very sound, well constructed and inspirational presenter.

Dennis Ackley

Ackley Associates

dennis@dennisackley.com | 816 695-4808