



November 20, 2006

Luke Hohmann
Enthiosys
599 Dawn Drive
Sunnyvale, CA 94087

Dear Luke:

Thank you for presenting at the 2006 QRCA Annual Conference! QRCA and our attendees are grateful to the industry experts like you who take the time to share your knowledge. Due to your contributions and others, our Atlanta conference was another successful event. A summary of your presentation evaluations are enclosed for your review.

We welcome any suggestions you have for enhancing the conference, building attendance, or topic ideas for future programs. You may forward comments to our Conference Coordinator, Julie Cygan, at 651-290-7475 or juliec@ewald.com. We hope to see you in Vancouver in 2007!

Sincerely,

A handwritten signature in black ink, which appears to read 'Shannon Pfarr Thompson', is positioned below the word 'Sincerely,'.

Shannon Pfarr Thompson
QRCA Executive Director

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Q R C A

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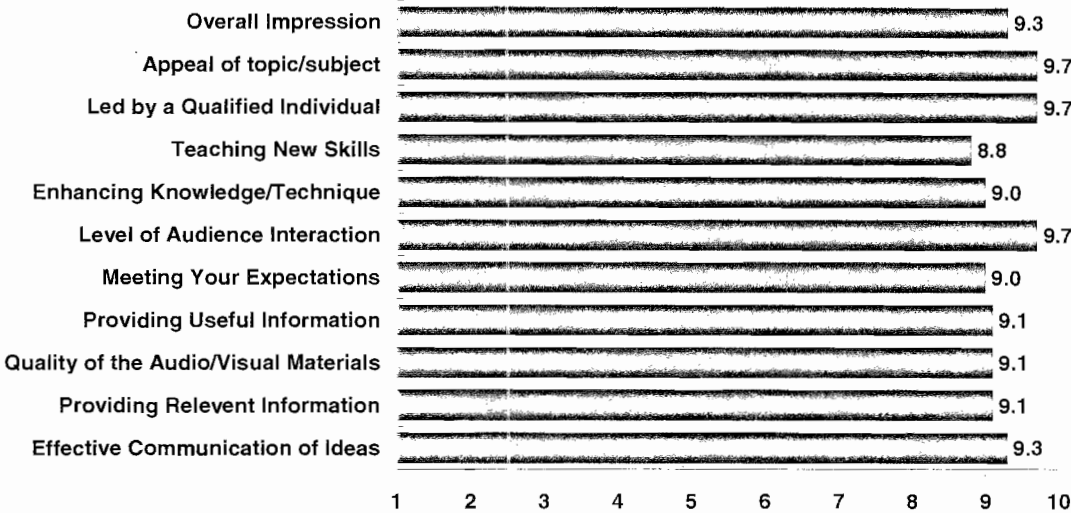
2006 Annual Conference
Breakout Session Evaluation

Session 27
Innovation Games
Luke Hohmann

1. Presentation Ratings

Using the following scale (where 1 = 'poor', 10 = 'excellent'), please rate the session for the following attributes:

Presentation Ratings Session 27 - QRCA Conference 2006



2. Open-Ended Responses

Session 27 – Verbatim comments

Responses were transcribed verbatim.

Q3 What did you especially LIKE about this session?

- Everything,--really knows his stuff, applicable
- Demonstration and involvement variety.
- Interaction, energy, new ways of doing things.
- New, energetic, interesting, ideas on techniques.
- Energy, creativity, adaptable opportunities (food for thought).
- Everything great workshop
- What energy, humor, and expertise! I've wanted to build ideation as a key part of my biz, and this session has energized me.
- Chance to be more theoretical.
- Best session by far! Great practical learning that can be applied. Must come back year after year!
- A variety of hands on exercises which, allowed for experiential learning and group explanation debrief. Finally the best session of the conference.
- Great ideas, great speakers
- Everything excellent
- Variety of games and chance to presentation.
- This is the sort of presenter and material all session should have. Great new ideas, fabulous, energetic presenter.
- Excellent very interactive, new skills, good debrief on the activities.
- Just great!
- Lots of new practical ideas.
- Learned new techniques!
- A different view on questioning, interviewing from someone using similar skills and techniques.
- Do in Vancouver again!
- The openness of the presenter, variety of ideas, flexibility, ideas
- Energy of presenter
- Out of the box thinking.
- Fast paced interactive.

Q4 What would have made this session better?

- More time
- Warmer room
- Practical tips and examples of when to and were selected for use.
- Closer translation of consumer products research.
- Really great for ideation, but needed more help connecting to standard qualitative (e.g. focus group of backroom clients).
- Longer period of time
- More time.
- But I do miss the practical "what can I do with this" part.
- Make it more than an hour and half.
- More time, a bit fewer plugs for the book.
- More time book not available because bookseller gone.
- More time
- Not enough time too short.
- Longer
- More direct application to qual research.
- More time
- More time
- More direct relevance to QR, better illustrations on screen.
- Results from his forum that are more related to consumer research.