

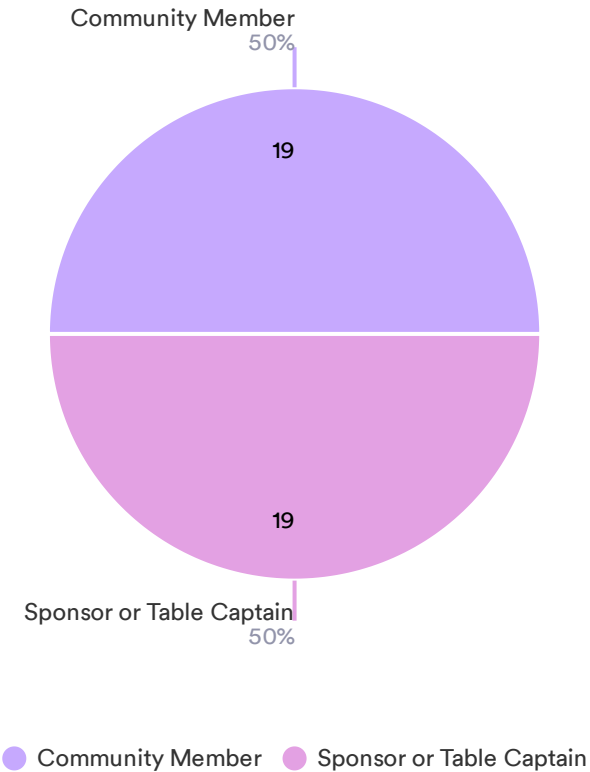
21st Annual Breakfast

Post-Event Attendee Survey

21st Annual Breakfast Attendee Survey

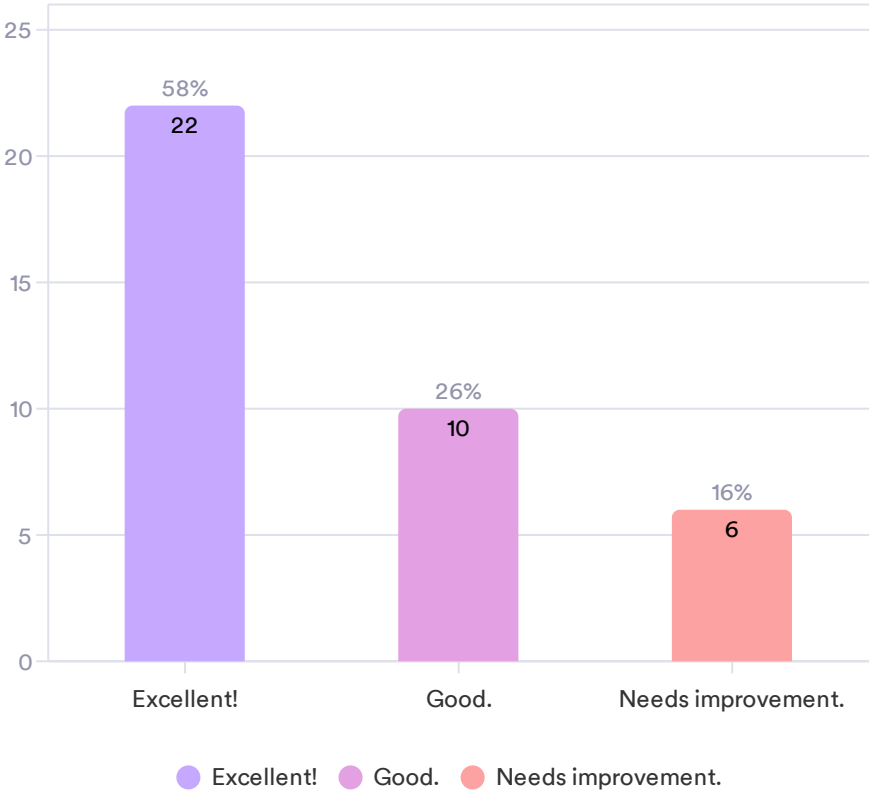
Did you attend the Annual Breakfast as a community member or a sponsor/table captain?

38 Responses



How would you rate the event registration process (accessing the link, filling out the form, receiving your table number, etc.)?

38 Responses



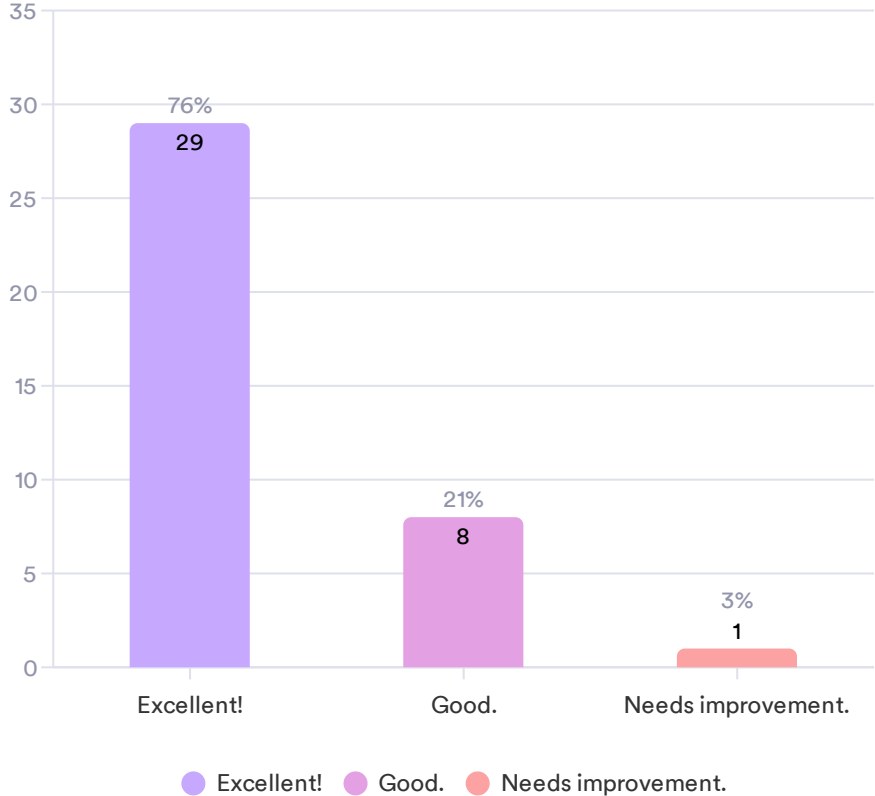
Additional Feedback [OPTIONAL]

10 Responses- 28 Empty

Data	Responses
Very easy and accessible. Table area was a bit crowded - in terms of closeness of tables together but all in all 10/10 event	1
Some of our guests had challenges with the two separate lines. Would have been great to have table numbers on the name badges.	1
Adding table number to name tags would be excellent. Also, having a link to get hotel info would've been great, too. I tried to get a hotel block because of the snow and was told those only come from SUL, so couldn't get one.	1
Easy	1
It was difficult to get the table numbers - - should have been printed on the name tags.	1
Easy and Simple	1
The VIP line was long and not everyone could get in the room with a wristband	1
waited on 2 lines before I got my table #	1

How would you rate the effectiveness of our selected keynote speaker, Earvin 'Magic' Johnson?

38 Responses



21st Annual Breakfast Attendee Survey

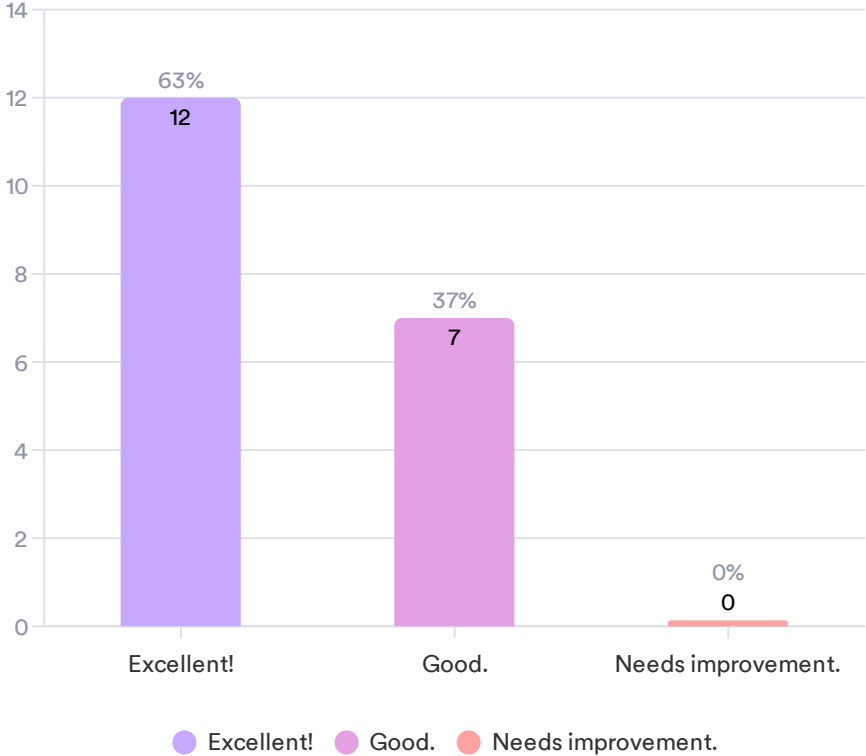
Additional Feedback [OPTIONAL]

16 Responses- 22 Empty

Data	Responses
Heartwarming, inspiring and funny. Bringing the kiddos on the stage AND addressing each one had tears flowing. Love it. Please keep us updated on the college front	1
Speaker remaining on the stage while speaking would have made it better to view.	1
Never heard	1
outstanding	1
He was inspirational and motivating.	1
Inspiring, motivational	1
Magic said some powerful things! When he called all the kids on stage, I thought (like probably 700 other ppl), he was going to send all the kids to college! Lol They seemed like his que-up, because he talked about a young man he sent to college, then called all the young people on stage! Nevertheless, I'm glad he came and supported SUL.	1
Magic Johnson's talk was inspirational and engaging. I call it a	

How would you rate the effectiveness of our event co-chairs, Ashley and Tiersha, with answering sponsorship questions and package fulfillment/follow up?

19 Responses- 19 Empty



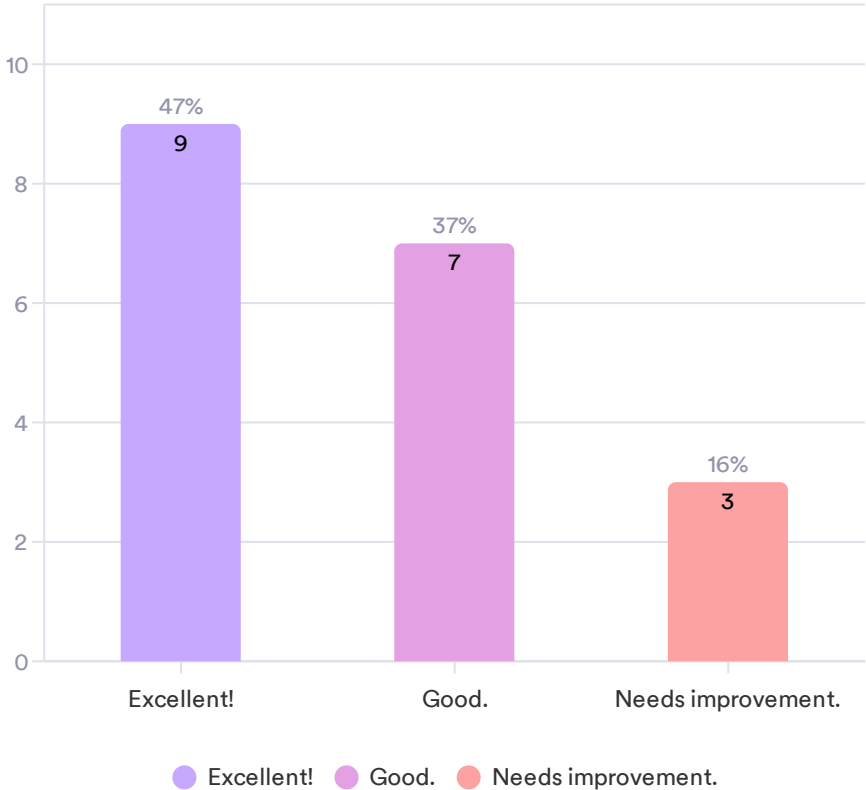
Additional Feedback [OPTIONAL]

2 Responses- 36 Empty

Data	Responses
The event coordination was flawless	1
A perfect event!	1

How would you rate the event sponsorship opportunities and benefits options?

19 Responses- 19 Empty



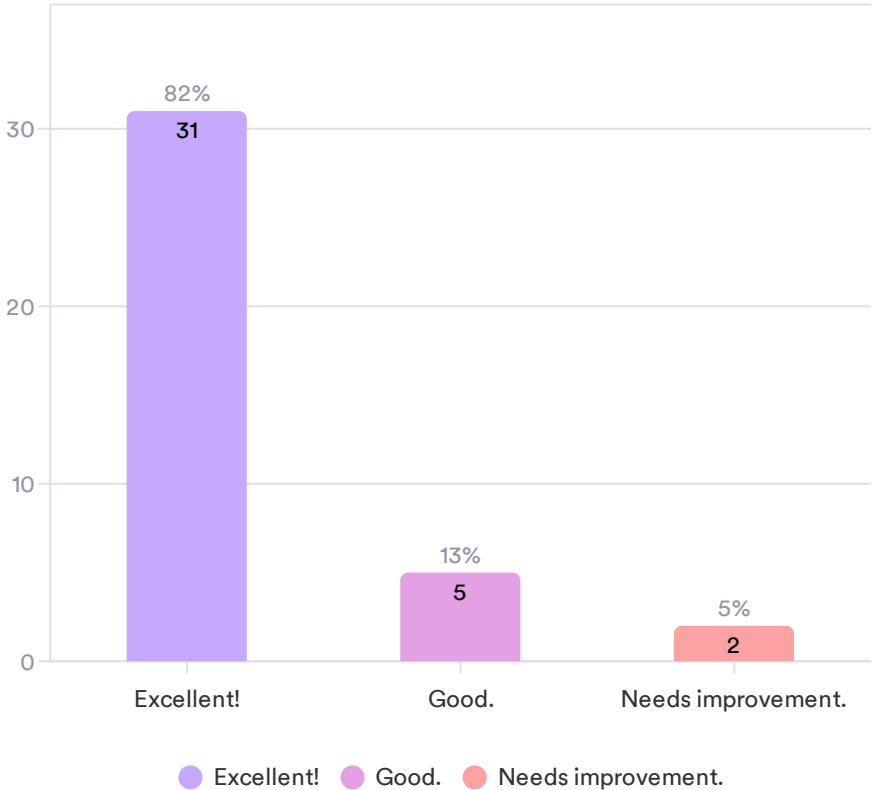
Additional Feedback [OPTIONAL]

7 Responses- 31 Empty

Data	Responses
more visibility would be nice	1
Although, having sent a logo, our expectation was that the logo would be inside the program. Did not anticipate that it would be part of a Black Business Directory in the way it was noted. Perhaps we missed that detail.	1
I didn't know where to donate or how to get table mates to open book and donate	1
Great variety in ways to partner with the Urban League	1
We were looking forward to networking opportunities at the VIP event afterward but it was too crowded/line was too disorganized so we gave up.	1
The long line for the reception after with no direction was disappointing to then not be let in and told the guest had left. What was the point of the red band guarantee? That process needed more organization.	1
Michelle is a superb speaker. Very inspirational!	1

How would you rate the effectiveness of our print materials (program books, business directories, etc.)?

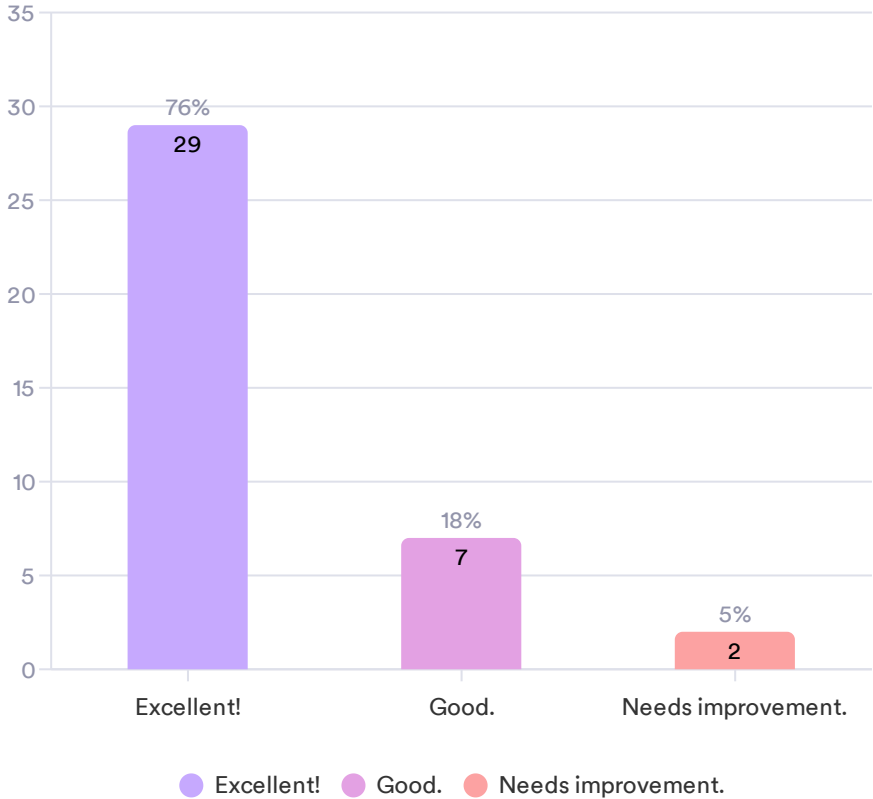
38 Responses



21st Annual Breakfast Attendee Survey

How would you rate the effectiveness of our event visuals (screen slides, videos, signage, etc.)?

38 Responses



Additional Feedback [OPTIONAL]

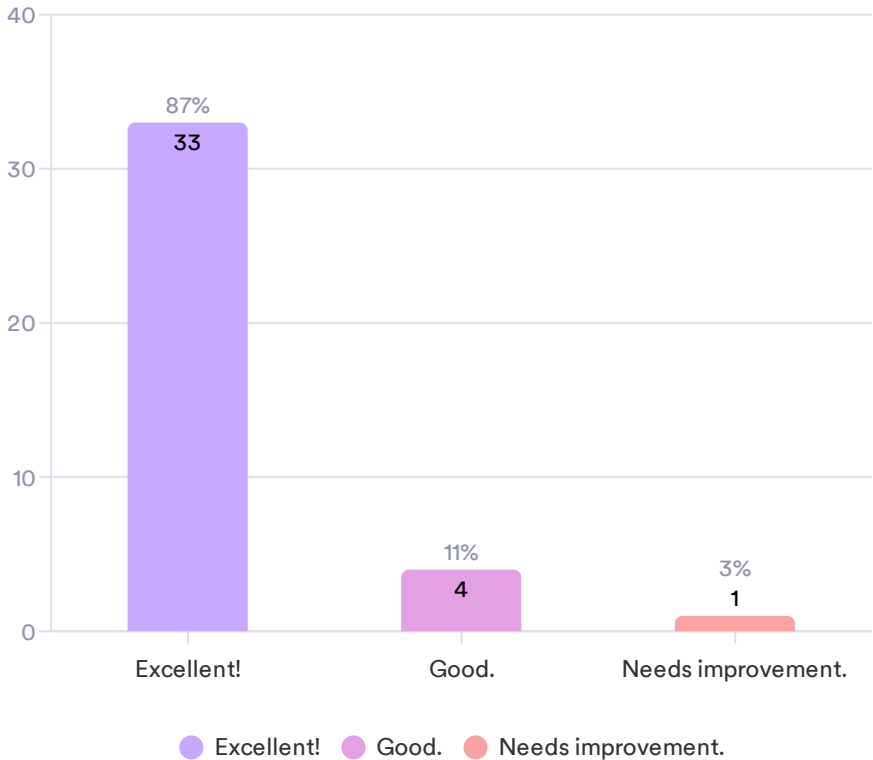
14 Responses- 24 Empty

Data	Responses
Placement of name of Award winners on slides	1
I would have made the ask after the keynote. Magic made the case for need more directly so following that might have generated a little more participation.	1
The Directory is life! Great resource for the community. Well put together! Great Job Ashley ♥	1
As noted prior, did anticipate inclusion of the logo. Also, the business listing was not accurate. We were listed as an event space, which we are not.	1
A couple of videos from participants of programs would be great	1
The printed material was beautiful. The visuals were pretty good/standard, as well.	1
Some of the videos of the speakers were dark. I would also recommend putting the UL logo on the videos to promote the organization image more.	1
Too bad the agenda for the event wasn't included in the program. Having it printed only on the table was not sufficient.	1

21st Annual Breakfast Attendee Survey

How would you rate the effectiveness of staff members and greeters answering attendee questions before and during the event?

38 Responses



Additional Feedback [OPTIONAL]

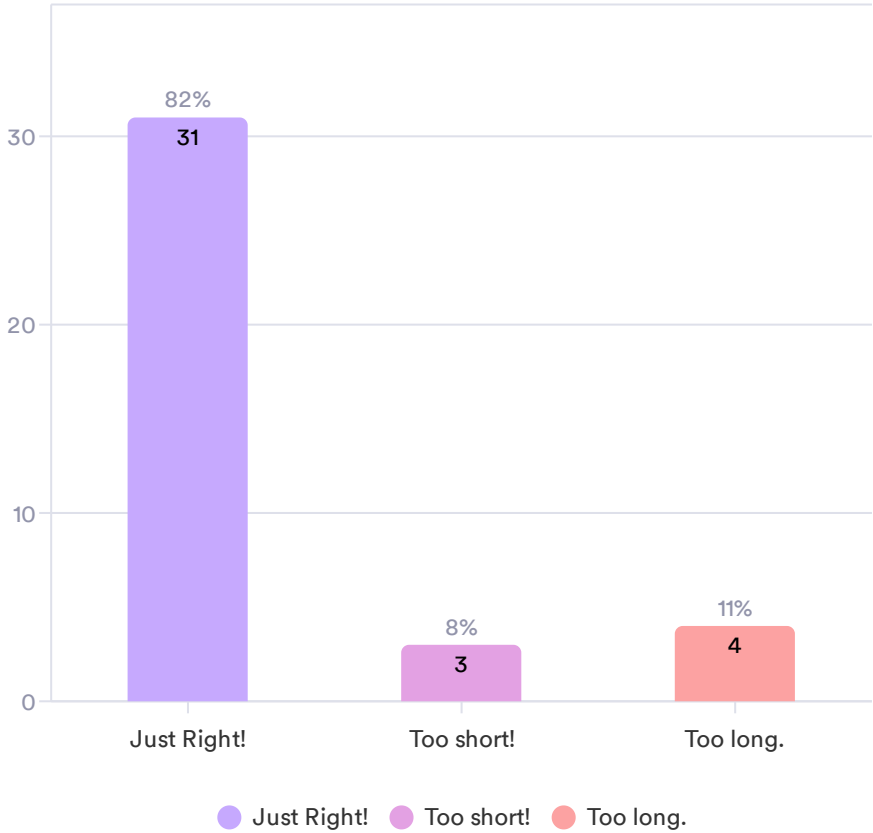
9 Responses- 29 Empty

Data	Responses
very good staff	1
Everyone was wonderful!	1
Everyone was friendly, nice, respectful but hard to identify who was staff	1
Lots of staffing support, ready to answer questions and grab those name badges! Lol outside of the registration process (which was fast and painless, although some minor confusion going to two tables for name and then table number), all was well.	1
Very professional and helpful.	1
Super helpful volunteers at every step in the registration process day of the event	1
Very friendly	1
Very kind and attentive staff members.	1

21st Annual Breakfast Attendee Survey

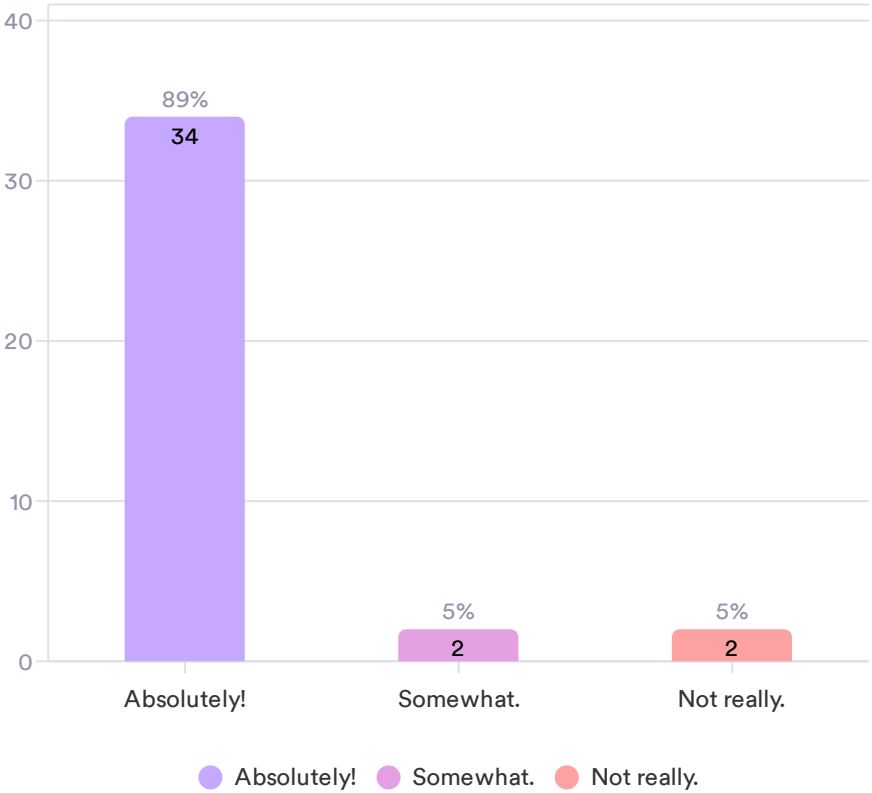
How would you rate the length of the Annual Breakfast program?

38 Responses



The speakers and videos gave me better insight to the Urban League's mission and impact in our community.

38 Responses



21st Annual Breakfast Attendee Survey

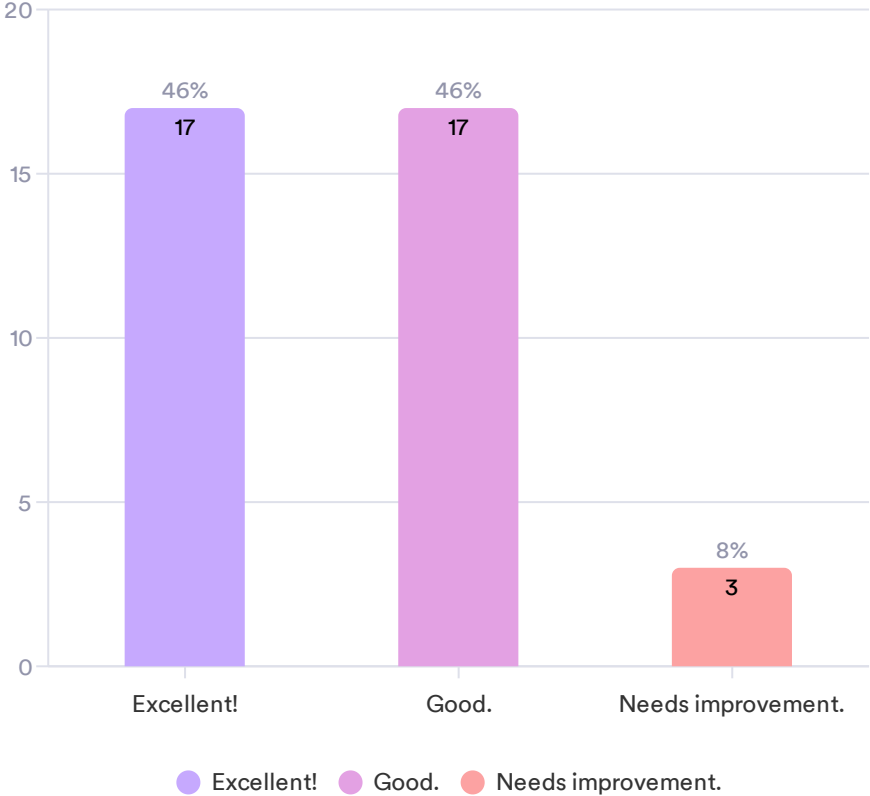
Additional Feedback [OPTIONAL]

8 Responses- 30 Empty

Data	Responses
Start / stop on time	1
Loved the attribute for Ms. Linda. Beautiful to see staff say their wonderful words in her honor! Great addition to the	1
Could've benefitted from a 15-20 minute table talk to know more about the ppl at my table -especially around the giving portion. Also, the videos were great, but I'm not sure I know all of what's happening at SUL. A snapshot of all services would've been awesome -although highlighting the work in real estate and housing equality was powerful. I'm just sharing my thoughts on this personal feedback form for SUL.	1
Love, love, love the UL	1
Missed the directions for HOW to give. I think the ULMS missed out on gifts bc of this.	1
Impressive that it ended exactly at 9:30, we've always gotten out late in the past.	1
This is the only time that I would have been happy if it was longer.	1
Actual work in the community and impact is not in reality what was shared at the event.	1

How would you rate the event location (parking, access, navigation to and from, etc.)?

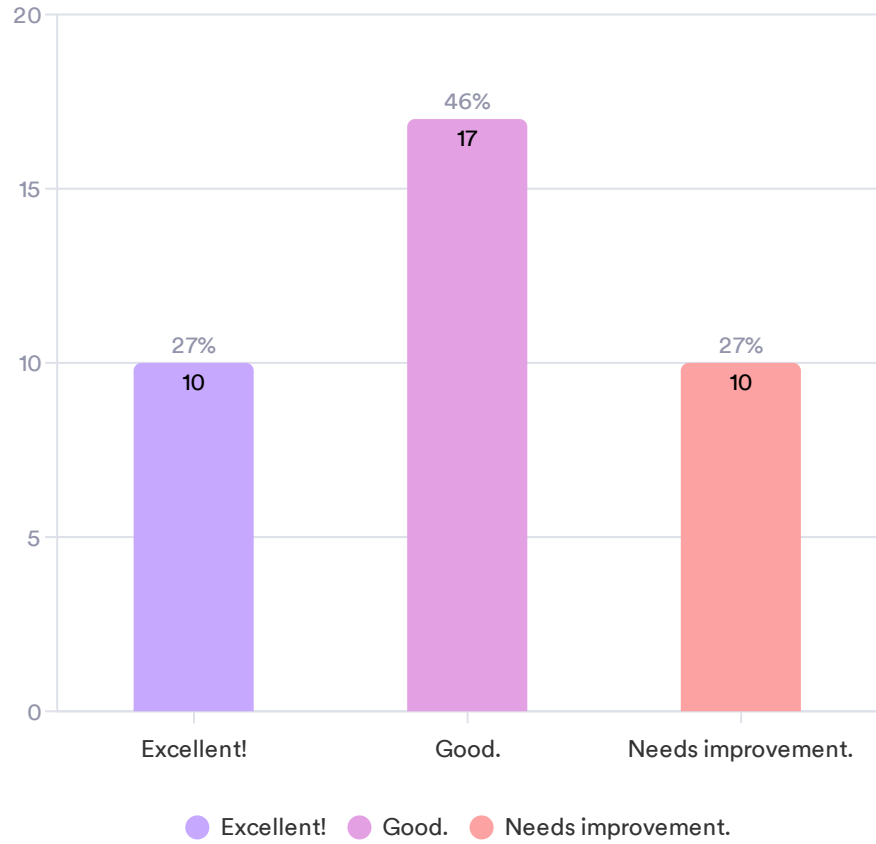
37 Responses- 1 Empty



21st Annual Breakfast Attendee Survey

How would you rate the selected meal and beverage choices?

37 Responses- 1 Empty



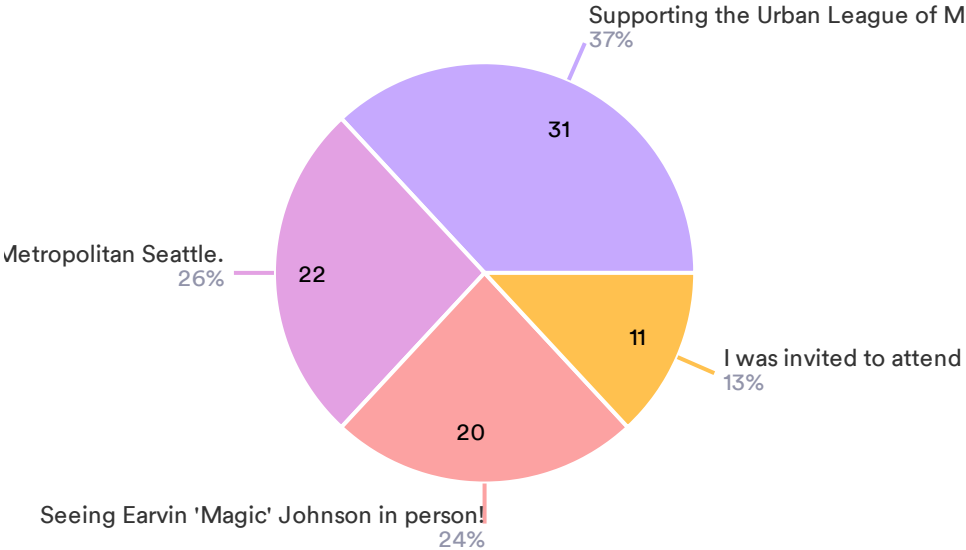
Additional Feedback [OPTIONAL]

12 Responses- 26 Empty

Data	Responses
I was able to take the link down!	1
Very generous with options, I hope the abundance of leftovers were distributed!	1
It was my 3rd event at Westin in the same week, new location	1
Valet pretty jammed packed but easy leaving so balanced out	1
Typical breakfast fare.	1
Having coffee even before waiting in line to register was such a lovely touch, thank you!	1
There was WAY WAY WAY too much food. So much was wasted at our table between ppl being full from the stuffed french toast to the platter of pastries fruit cup yoghurt...and then there's the waste from the no-shows. As a personal and private foundation donor it's hard to see all that food and know the \$\$\$ spent on that is not going to SUL programs. PLEASE reduce the amount of food next year and spend the money on programming. Egg sandwiches! Coffee and pastries -- LESS IS MORE \$\$ for the awesome SUL! Thanks.	1
Breakfast quality was poor.	1
Thank you for having vegetarian options.	1
I have a strict diet plan, I was unable to enjoy most of the breakfast.	1
Parking was horrible	1
Wasn't really a fan of the french toast and the parking was a bit of a nightmare.	1

What motivated you most to attend the Annual Breakfast? (Select all that apply.)

84 Responses- 1 Empty



- Supporting the Urban League of Metropolitan Seattle's work.
- Learning more about the Urban League of Metropolitan Seattle.
- Seeing Earvin 'Magic' Johnson in person!
- I was invited to attend by a friend/colleague.

Additional Feedback [OPTIONAL]

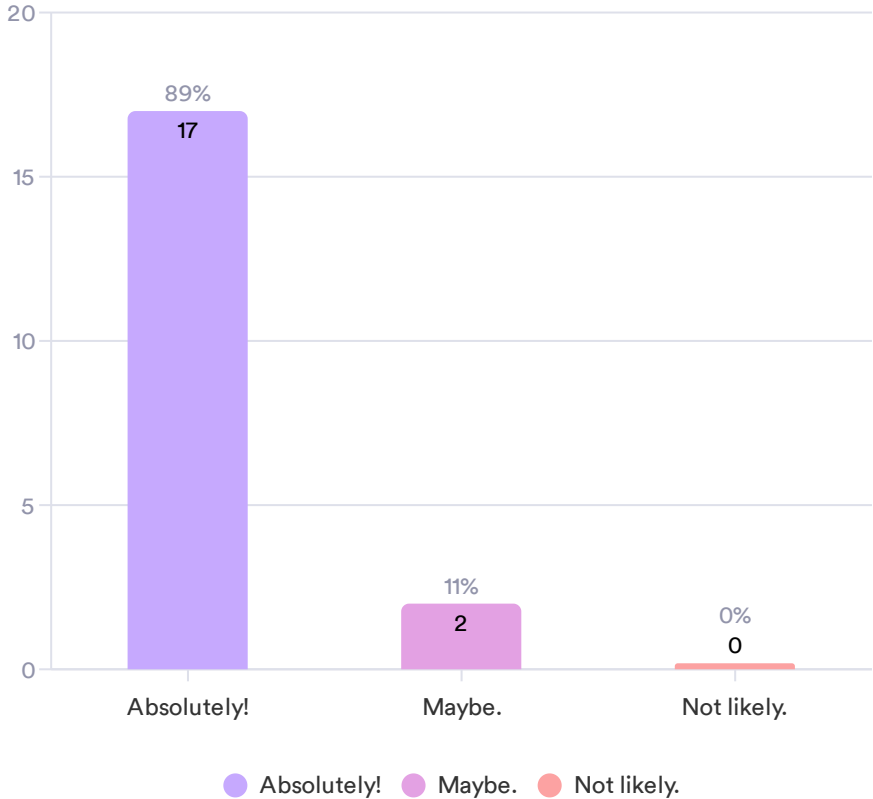
4 Responses- 34 Empty

Data	Responses
Once a Leaguer, always a Leaguer ♥	1
I didn't know about magic until after I already registered. It's an annual favorite for me.	1
Invited by a manager who had previously attended and eager to go, so glad I went!	1
I've been here less than a year, so I wanted to meet some other Black professionals. Unfortunately, it was a little hard to meet other people since everyone grouped together.	1

21st Annual Breakfast Attendee Survey

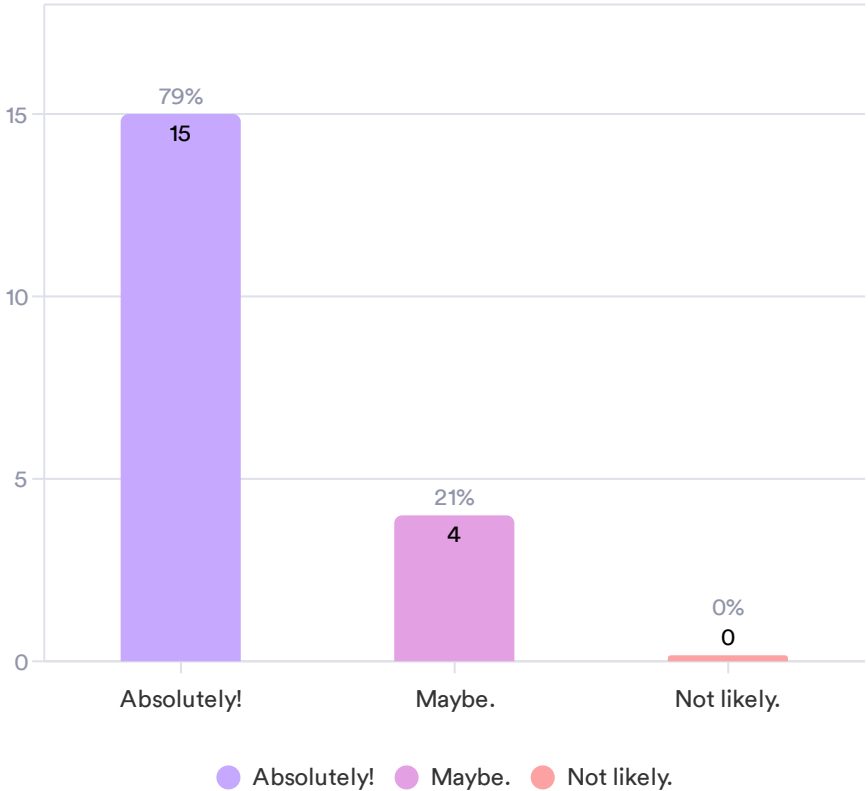
I would attend the Urban League's 22nd Annual Breakfast in 2023.

19 Responses- 19 Empty



I would consider sponsoring the Urban League's 22nd Annual Breakfast in 2023.

19 Responses- 19 Empty



21st Annual Breakfast Attendee Survey

Is there anything else you'd like to share or would want our team to know regarding your experience? [OPTIONAL]

Additional Feedback [OPTIONAL]

2 Responses- 36 Empty

Data	Responses
Next year will have a more strategic plan in place to meet with people, would be great to know where sponsor tables are. For example, if I'm looking for the Arcora Foundation table if they have a sign on the table or there is a directory that would be perfect.	1
I will definitely be there and bring more friends.	1

Data	Responses
phenomenal work by team to out on an amazing event!!	1
I want to be informed about this in better detail before I make the event and must have a detail on amount or see how to volunteer and see what is involved	1
There needs to be more press around what you are doing year-round, not just before events. I have the same complaint with the Democratic party. If people don't know what you're doing and accomplishing...	1
No	1
Thank you existing and having these!	1
Great job, Madam President!	1
The event was PHENOMENAL!!! Keep up the great work. You are impacting the community in ways that people need to know about.	1
The ask was not at all good. Carmen did not mention how to give and it was a shame that envelopes for giving were not included at the table.	1
I think the pre- and post- event networking opportunities are a huge win for the attendees so making it easier with signage on the sponsor tables would be a great win for many.	1
Great org, excellent event.	1
With regard to the donation piece and the ask, I think had there been clear instructions to either leave a check in the red envelope or use the QR code for online giving. My table guests were not comfortable with the streaming list of names and contributions running on the bottom of the screens. For that reason, I gave a check and my table mates waited to donate later so it would not be made public like that.	1
Was there a meet-and-greet with Magic Johnson or was that just for certain people? I would have loved to have met him and didn't know that was an option. Thank you for the great event. Can't wait to get involved with UL.	1
Thank you to the entire team at ULMS. I believe you are all making such an impact to our communities and I very much admire all the work and dedication you do! See you next year!	1
The parking situation was very challenging and having to stand in line to find my table number was also frustrating, but the smiling staff made it ok.	1

Thank You!

21st Annual Breakfast Attendee Survey