



Randall Munson
Creatively Speaking
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Dear Randall,

When you try to gauge the effectiveness of an outside speaker at a company meeting, what do you look at?

The attendee's feedback? The customers who attended our recent International Users Conference gave you rave reviews for creativity, useful information, quality of presentation, horizon expanding point of view and a plain old good time.

Feedback from our executive team? The CEO, the President, and the CTO of EXTOL were in the audience. Each took the time to comment on the effectiveness of your presentation in getting our meeting off to an enthusiastic, informative and creative start. They mentioned it was well worth our time to delay the beginning of our afternoon education program to allow extra time for your session.

I judge it by the number of good ideas I can use. Even though we limited you to an hour and a half, I took pages of notes, and anecdotes, and tricks and jokes and insights - enough to spice up my presentations for a year.

When we first chatted, I wondered what on earth you would be doing for the three hours you requested. Now I know. You would be helping us achieve our meeting objectives, opening our attendees minds to new and different ways to meet new challenges, generate enthusiasm for change and new projects, as well as entertaining and surprising your audience.

I would like to personally thank you for your contributions to our program, and am sorry the intense schedule of our conference did not allow for us to utilize your talents even more.

I look forward to the opportunity to have you participate in future EXTOL events.

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Regards,

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