

DENMARK 2011

NORDIC BARISTA CUP

be together • act together • learn together

2011 EVALUATION

The present evaluation sheet shows tendencies from Nordic Barista Cup 2011 in Copenhagen. The result is a statistic representation of the answers and selected comments from the sheets. In general the blank and equivocal answers are listed as "invalid". "Equivocal answers" are for instance where there has been made a correction or where two scores have been circled.

We now have a what-to-do-better list for Copenhagen 2012.

From the evaluation sheets we learn that people had a positive experience overall. People were positive towards the professionalism of lectures, the food, the organisation of the event and the atmosphere as a whole.

Still there are some things to do better for next year.

We will work towards the following changes for Nordic Barista Cup 2012:

- Be together:**
 - More time off (longer/ more breaks, maybe one evening off)
 - Mixing the cupping tables every day for better networking

- Act together:**
 - More involvement of attendees in competitions
 - More technical lectures (educational)
 - More time for panels/debates/question time after lectures

- Learn together:**
 - More focus on origin (invite farmers)
 - Better balance between the days as regards lectures (Friday was calm)
 - More educational lectures than inspirational

How well do you feel the 2010 program varied between lectures and leisure?

Vast majority think it was a good-to-very good balance

Some complain about lack of leisure. Independent down time would be nice.

Several want one evening free. Very long days - no breaks

A number say Friday could have been more lecturized, too calm.

More difficult lectures in the morning

Would you like NBC format to be more "loose" or more "hard core" as regards lectures and leisure?

Hard core, more of that! (x 61)

Good as is! (x 60)

Looser! (x 3)

Many wanted better balance between days

Several thought lectures should be longer to address subjects in depth

Several people mentioned the uneven quality of the lectures

Several wanted more educational format for lectures

Comment one thing you would like to see improved.

Potential to have a more culinary focus

Focus on sustainability

Invite coffee farmers to give lecture

Better coffee / Focus country; more focus on focus country

Competitions untransparent for both teams and attendees

More lectures regarding how to improve quality: roasting, brewing, serving

Getting attendees more involved with the competition

More lectures with practical information for baristas/owners

More lectures from folks at origin

More technical lectures about equipment

Get Nordic/Scando/Euro MCs

More latte art throwdowns: every morning

Vegetarians need protein and warm food

Food was uneven

Cupping notes provided on paper (hard for all to hear/see in Hall)

More time for questions and discussion

Panel discussions

Bigger font for name on name card. Hard to read

air condition in lecture room

we could have done the acid cupping in lecture room

Choose one thing you liked very much and comment on it

very cool MC's (x3)

Lecture with Tim was great (x5)

Espresso Cupping

Very professional speakers (x12)

Kyle Glanville really told me what to do.

beer cupping

The atmosphere (x6)

overall organising (x2)

awesome food (x11)

Kyle Glanville lecture (x12)

to interact with people after lectures

you guys are a passionate and enthusiastic bunch of people.

to see the teams in action

Stephen Vicks packaging method cupping (x4)

the science in coffee (Thursday) (x3)

involving attendees in the actual competition

James Hoffmann (x12)

The spirit of the organisers was amazing. (x3)

the cuppings (x6)

Joseph Rivera lecture

liked the small groups, which allowed more networking

the volunteers and their very good work

program and cupping forms in a book

lectures about taste and food

the venue was the best yet (x2)

restaurant focus: it is a natural focus for growth

Nordic Roaster competition (x5)

the strong focus on innovating (x2)

amount of time available to network

Videos

latte art throw down (x3)

What a great contribution to a coffee culture

audience involvement

lecture about biochemistry of coffee (x2)

organisation. How do you do it so smooth? (x7)

Pontus Dahlström (x3)

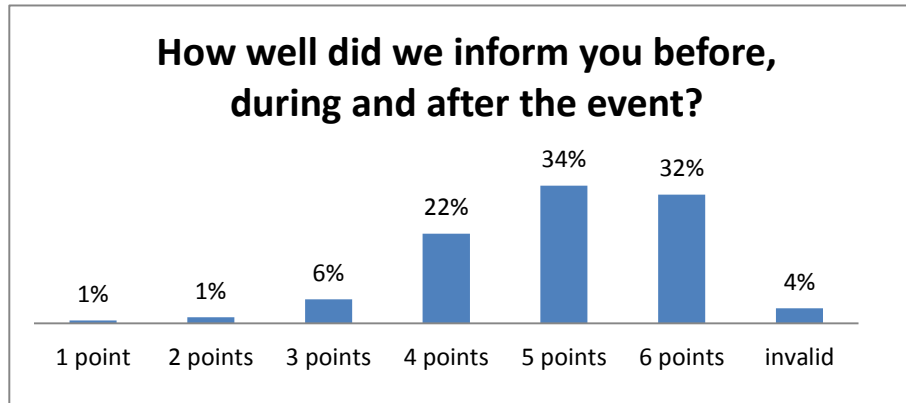
Ideas for 2012

focus on good coffee, not serve bad Sumatra (x2)
roasting
latte art training/throw down (x4)
invite farmers from producing countries (x9)
roasting (x2)
higher variety of cuppings (x3)
more chemistry / science (x3)
african coffees for the first time (x2)
Lecture from a really big roaster (Paulig, Löffbergs)
more advanced lectures
training for championship
wider perspective on cupping
award for the lecture of the year
give voice to baristas too, not just "big shots"
how to tell stories. Workshop about development with manufacturers
Stephen Leighton, Alejandro Mendez, Pálmar on humor in a café
espresso playground not to be placed after NR espresso (!)
cameras above teams, so we can see what is happening
how baristas can gain more respect for customers with no coffee education
business lectures for new companies with no compromise on quality

training of attendees (brewing/latte art)
maybe more communication with attendees
about buying coffee
new brewing methods (x3)
more space for cuppings (x3)
more interaction
water
more info on focus country (x2)
more days at NBC and more cuppings
learn people to cup, because they have no idea
lecture about future of coffee culture?
more Geroge Howell, More Australians?
grind size particle and its effect on extraction
Paul Stack& Vince Fedele
define the purpose of the competition
more female speakers, from origin
mix up cupping tables every day to improve networking
more espresso (x2)
decaf lecture
mojo workshop for all
gold cup

How well did we inform you before, during and after the event?

1 point	1	1%
2 points	2	1%
3 points	8	6%
4 points	30	22%
5 points	46	34%
6 points	43	32%
<i>invalid</i>	5	4%
TOTAL	135	100%

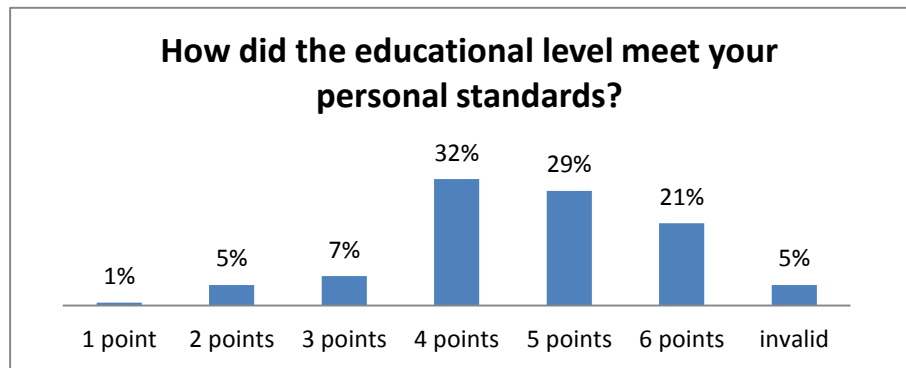


Announcements were sometimes hard to hear in the hall
 The web/Twitter and MC's were great at keeping us updated
 Good emails/ website/MC's

Straight to the point talks
 Lanyard pack info was VERY thorough
 The info could have been VERY more detailed

How did the educational level meet your personal standards?

1 point	1	1%
2 points	7	5%
3 points	10	7%
4 points	43	32%
5 points	39	29%
6 points	28	21%
<i>invalid</i>	7	5%
TOTAL	135	100%

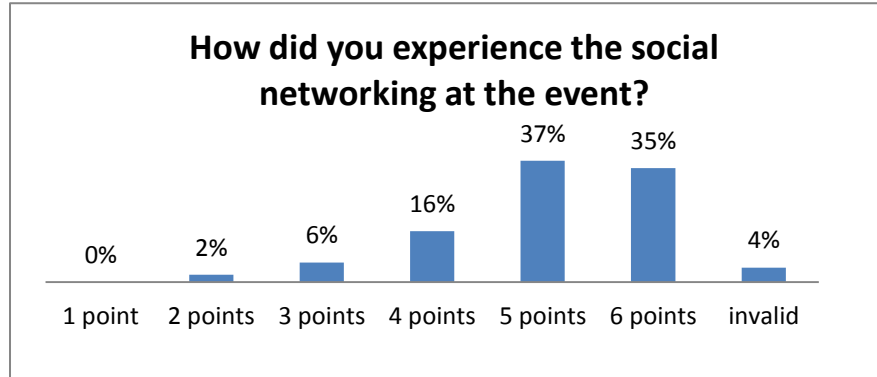


Very relevant, current and inspiring
 Less technical theory and more practical
 Some lectures unrelated to coffee
 Perfect mix. I'm coming back

Some overlap, in places too basic
 More education on focus country is needed
 Cool and educational
 More in-depth subjects and closer to daily life

How did you experience the social networking at the event?

1 point		0%
2 points	3	2%
3 points	8	6%
4 points	21	16%
5 points	50	37%
6 points	47	35%
<i>invalid</i>	6	4%
TOTAL	135	100%

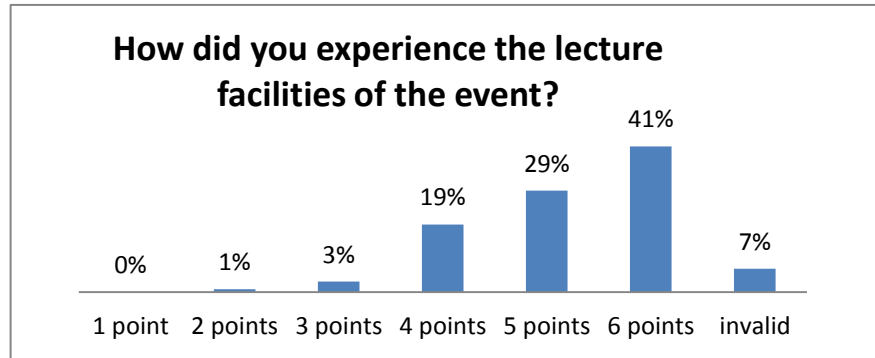


Lots of time to talk and network
 Love everywhere
 Some cupping tables unfriendly

My favoutire part always
 You saved my life... Thanks!
 Loved the mixed cupping tables, an ice-breaker would be great though

How did you experience the lecture facilities of the event?

1 point		0%
2 points	1	1%
3 points	4	3%
4 points	26	19%
5 points	39	29%
6 points	56	41%
<i>invalid</i>	9	7%
TOTAL	135	100%

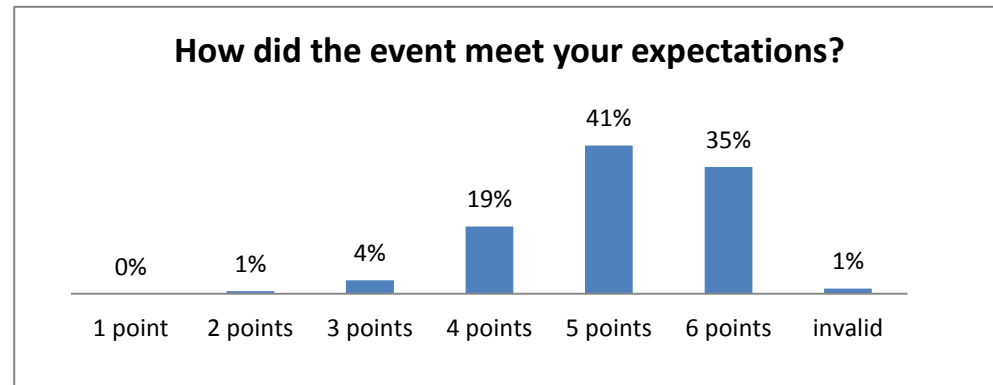


Too hot and stuffy
 Great, very comfortable!
 Lecture venue-great. Meal venues-lacking

It would be great with a stage at all times.
 Lecture room was great, cupping place was
 GREAT on-site food options

How did the event meet your expectations?

1 point		0%
2 points	1	1%
3 points	5	4%
4 points	25	19%
5 points	55	41%
6 points	47	35%
<i>invalid</i>	2	1%
TOTAL	135	100%

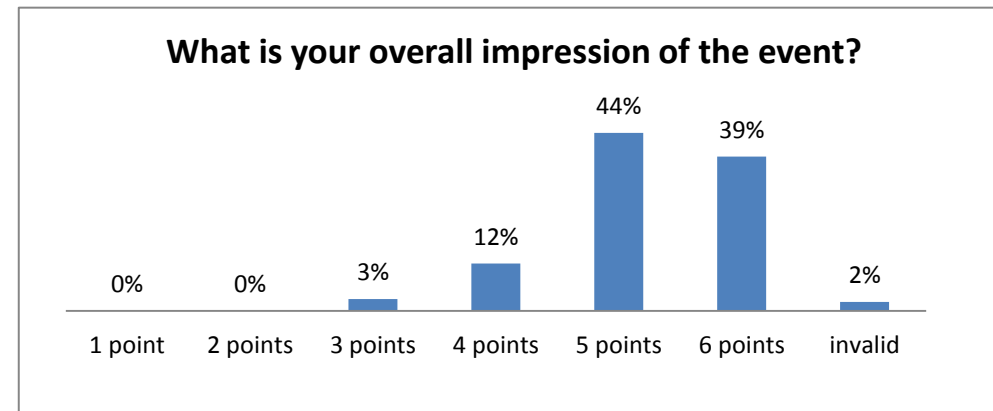


Perfect event, like last year, learned a lot.
A lot is told about NBC, and it is all reality
Lectures last year a little better

Not enough learning, but good networking
Wonderful atmosphere as usual.
More than I expected!

What is your overall impression of the event?

1 point		0%
2 points		0%
3 points	4	3%
4 points	16	12%
5 points	60	44%
6 points	52	39%
<i>invalid</i>	3	2%
TOTAL	135	100%



Very good, good palning and organisation!
Thinking about coming as volunteer again.
Exhausting - too much packed into program.

Leading event of the year!
Cant wait for next year!

SEE YOU IN COPENHAGEN 16.-18. AUGUST 2012

TICKETS ARE ON SALE NOW...

www.nordicbaristacup.com/products-page#2012