

# 2012 EVALUATION

The present evaluation sheet shows tendencies from Nordic Barista Cup 2012. The result is a statistic representation of the answers and *selected* comments from the sheets. The (12) in the back of a comment means that 12 persons total had remarks similar to the quoted comment. 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 Oslo 2013.

From the evaluation sheets we learn that people had a very 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 2013:

**Be together:** Mix people more up during the 3 days at cuppings / lunch etc.  
Develope afternoon / evening set up (social program)

**Act together:** More hands on / workshops  
Keep the balance between lectures and leisure

**Learn together:** Higher level of lectures (more hard core)  
More female speakers



## How well do you feel the 2012 program varied between lectures and leisure?

Very well. Lectures were serious business, and evenings were super fun leisure.

More lectures on day 3

Lectures were too fast, you didn't have time to ask

Very good, you feel relaxed even though the program is pretty psyced

Very good, but judging the coffee drinks made me over-caffeinated

Perfect (15)

A latte art competition like last year would be great

Good during the day, but let us be free before dinner

The program was too tight.

Very good during the first 2 days, a little slow on the last day

Very good balance (19)

Maybe a bit more espresso issues and technical stuff



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

More "hard core" (48)

Good as it is (22)

More "loose" (11)

More scientists and HR in the program

More hard core. I think the audience is ready!

Would like more lectures. Maybe add one day to the program?

Keep lectures hard core. Don't think we can't understand it.

Hard core as long as there are short breaks to keep people's attention.

First day was hard core, after that a little too much hanging...

NBC is considered a hard core event - so keep it that way!

## Comment one thing you would like to see improved.

Simplify the evenings. We just want to hang out.

More on grinding and its affect on the brew process

More (cleaner) toilets

Porcelaine cups instead of paper cups (5)

More gastronomy and food

Food in the evenings could be better and served earlier.

Origin presentations were too many and not all nessecary.

30 min to lecture is too short (4)

Barista part wasn't as involving this year (4)

More time in the afternoons (5)

Teams should see more lecturers (3)

Food first - culture afterwards

Scoring 10 team coffees, 25 for roasters + 2 cuppings a day may lead to palate fatigue (3)

Better briefing of the lecturers. For example the Kenyans told the same things

Dinner is dinner - bread is not

More time for Q&A after lectures (6)

Removing the team competition would be an improvement.

The mixing of the people: mix people up at lunch/cuppings all 3 days (3)

More "doing" together than listening to lectures.

More introduction of the participants. If you travel alone, you are alone.

Speakers that teach and ad value, not pamper their egos.

More room between the cupping tables (3)

More female speakers, more variety, young and old, no more Tim Wendelboe

If cuppings are blind anyway, why not cup and then lecture? Not knowing what to expect means better cupping notes and more focussed cuppings.



## Choose one thing you liked very much and comment on it

Making espresso for the roaster competition  
The food (14)  
Best conference type vegetarian food  
Vince Fedele lecture (7)  
Tim Wendelboe's lecture (9)  
James Hoffmann (2)  
The humanity is the unique thing at NBC  
The masquerade party and venue (3)  
Wine cupping (2)  
Kenyan baristas included in teams  
The MC's were amazing (6)  
The dialogue at the end of the day was great (3)  
Being a judge for the team competition (3)  
René was very good (2)  
David Walsh on brewing (4)  
The visual design - fresh and clear (2)  
Evening program and the tours  
Oliver Strand (3)  
Kenyan panel  
Mixing chefs and sommeliers into our culture (2)



## Ideas for 2013

George Howell, Stephen Hurst. Andrea Illy on coffee quality  
Illy scientist Marino Petracco and Randy Pope from BUNN  
Influence of seed varieties in cup (3)  
More taste and chemistry (3)  
Grinding: Pre ground vs. whole beans + different grinders (2)  
HR professionals  
Water lecture (4)  
Espresso extraction (2)  
Hands on / workshops (4)  
Let a full time barista talk about service and experience (3)  
Colin Harmon, Charles Babinsky, more David Walsh  
Guys from Mikkeller  
Cupings should have a clear educational purpose.  
Bring in more farmers  
Business focus: how to start up? Distribution, marketing, retailing (2)  
Cupping competitions between teams  
Geogg Watts, Ben Kaminsky, Mie Hansen, Piero Bambi, Gwilym, Steve Leighton  
Female lecturers. Don't use the same stars every year, we need a variety of role models (4)  
Mechanisms of "C" market. How do we dissasociate ourselves from it as an industry?  
Smaller groups for discussions more than dialogue of 200 pers. (2)  
Start out with a small cupping class

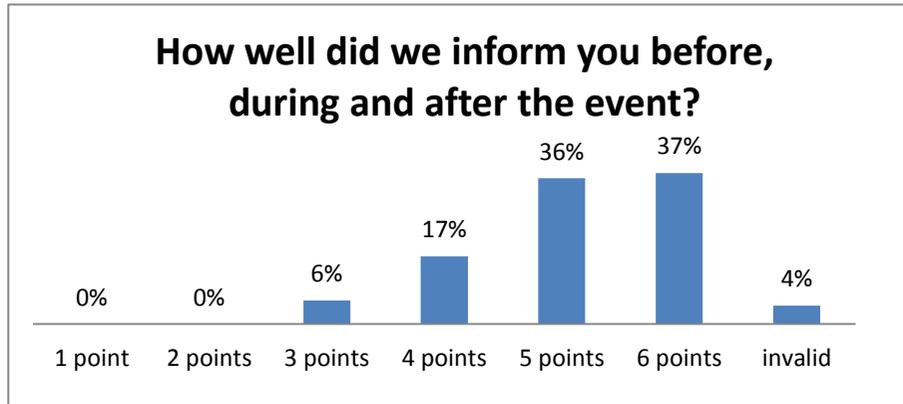


Coffee packaging  
Longer lectures (5)  
More focus on farmers and CoE (4)  
More conference - less competition  
Roasting (2)  
Professional service trainers from restaurants (2)  
More blind cuppings (2)  
Burundi/Rwanda as focus country (2)  
Organic farmer (from DK or NO)  
Marketing and business "guru"

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

1 point		0%
2 points		0%
3 points	9	6%
4 points	26	17%
5 points	56	36%
6 points	58	37%
<i>invalid</i>	7	4%
<b>TOTAL</b>	<b>156</b>	<b>100%</b>

Too little info, if you are not on Twitter.  
 I didn't get the emails, but I blame that on my boss. Twitter is great!  
 More info about the evening program, please



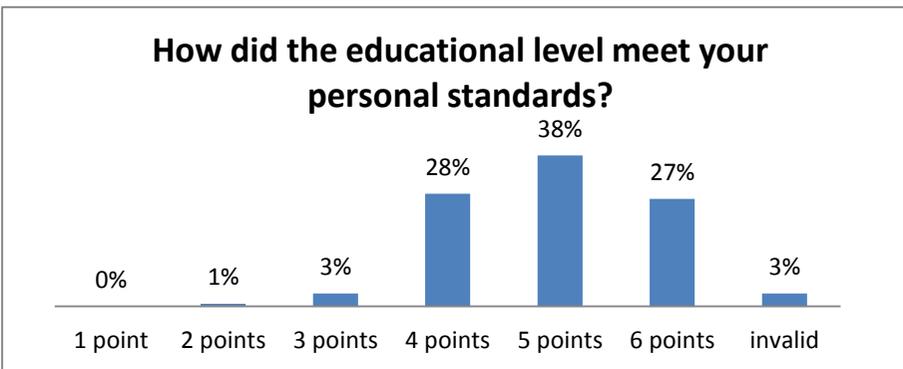
It was very nice to start the day by going through the program  
 The information and professionalism was excellent.  
 Jay and dave were amazing. Right on the spot. Sharp as usual



## How did the educational level meet your personal standards?

1 point		0%
2 points	1	1%
3 points	5	3%
4 points	44	28%
5 points	59	38%
6 points	42	27%
<i>invalid</i>	5	3%
<b>TOTAL</b>	<b>156</b>	<b>100%</b>

Some of it is hard to follow, but we need it for those who get it!  
 Some went over my head, other were under my standard.  
 Really interesting, relevant and diverse.  
 Some of the lectures could've been even more in detail.



It is more a social event than an educational event.  
 Loved Vince, Peter, Tim and David's lecture  
 Top notch for 95% of lecturers  
 A few speakers fell through due to time limitations.

## How did you experience the lecture facilities of the event?

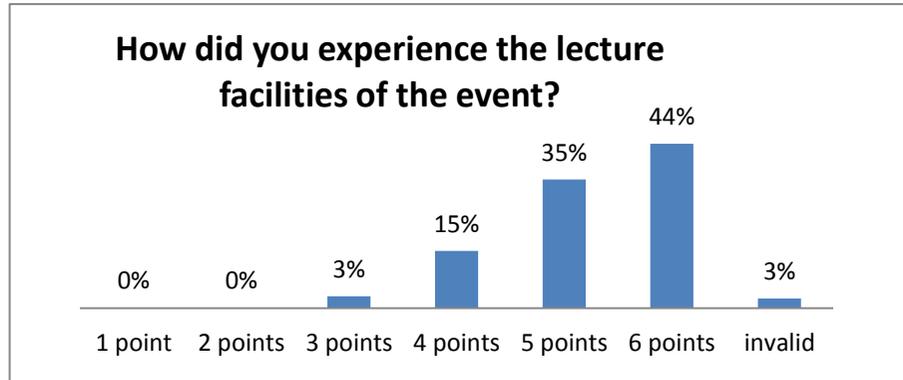
1 point		0%
2 points		0%
3 points	5	3%
4 points	24	15%
5 points	54	35%
6 points	69	44%
<i>invalid</i>	4	3%
<b>TOTAL</b>	<b>156</b>	<b>100%</b>

The seats were a bit uncomfortable (5)  
 Cupping tables were a bit close together  
 Location is good and everything has been smooth

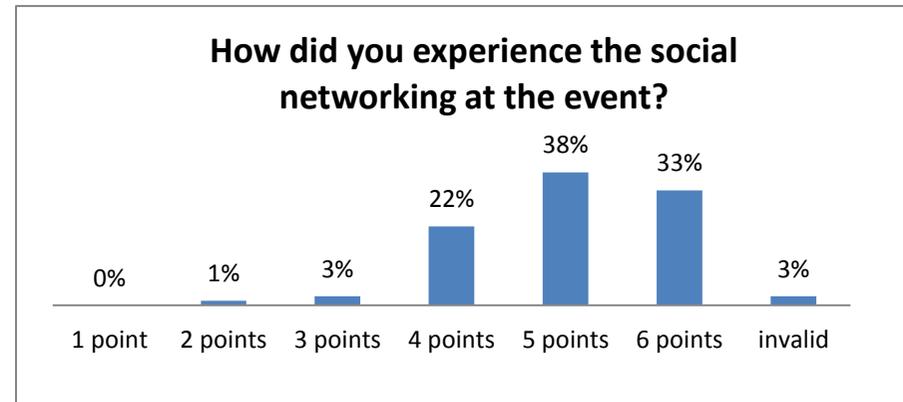
## How did you experience the social networking at the event?

1 point	1	0%
2 points	2	1%
3 points	4	3%
4 points	35	22%
5 points	59	38%
6 points	51	33%
<i>invalid</i>	4	3%
<b>TOTAL</b>	<b>156</b>	<b>99%</b>

Hard to meet new people because the "cliques" are so tight (3)  
 Everyone seemed to go to their own country people.  
 Very closed environment. Hard to talk to people (2)  
 It is very much up to yourself, which is fine.  
 NBC is the place to be. Good job!



Far better than last year, for some reason.  
 Great, though I wish we had access to more bathrooms.  
 Ideal venue



Alcohol gets people talking, but maybe we could have random groups doing things together.  
 I would like to change the cupping table group daily to facilitate further conversation.  
 Not enough forced mingling - speed date / different cupping tables each day (8)  
 Maybe the "stars" should try to share knowledge with everybody, not just themselves (3)  
 Social part of it is also a reason to come back.



## How did the event meet your expectations?

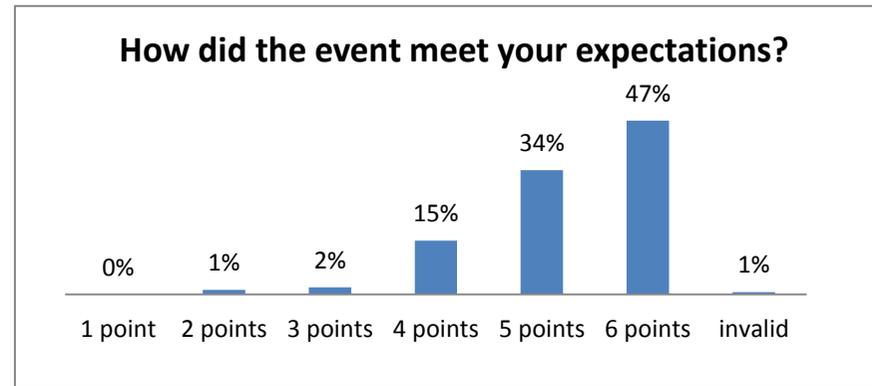
1 point		0%
2 points	2	1%
3 points	3	2%
4 points	23	15%
5 points	53	34%
6 points	74	47%
<i>invalid</i>	1	1%
<b>TOTAL</b>	<b>156</b>	<b>100%</b>

Green coffee lectures are not interesting for a barista  
 Last year had better quality lectures, more practical  
 Almost exceeded my expectation.

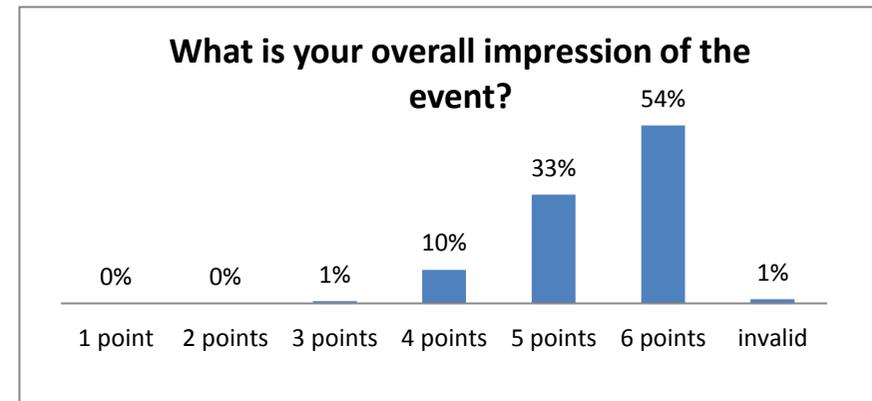
## What is your overall impression of the event?

1 point		0%
2 points		0%
3 points	1	1%
4 points	16	10%
5 points	52	33%
6 points	85	54%
<i>invalid</i>	2	1%
<b>TOTAL</b>	<b>156</b>	<b>100%</b>

More cross interaction (maybe in smaller groups)  
 Well organised: on time, good topics, beer for lunch  
 Jens and volunteers are the best!!



More than I could have wished for. 600€ is too cheap.  
 Expected much, got much  
 I was hoping ofr more realism. Economy wasn't descussed enough.



What is the meaning of the competiton? Are the teams caterers/volunteers?  
 Team championship might be more active, reality related (running a bar)  
 Best NBC content to date. Decision about team competition needed



**SEE YOU IN OSLO 5.-7. SEPTEMBER 2013**

**TICKETS ARE ON SALE NOW...**

[www.nordicbaristacup.com/products-page](http://www.nordicbaristacup.com/products-page)