



Expert Session Quiz

Expert: Dennis Yu & Logan Young

Title: What It's Like Running Ads For The Golden State Warriors

1. According to Logan what is one of the biggest factors of working with the Golden State Warriors?
 - a. Managing budgets
 - b. Building relationships
 - c. Creating content
 - d. Building a story

2. True or False: According to Dennis working with big companies is actually easier than small ones.
 - a. True
 - b. False

3. Fill in the blank: "The more money they pay the _____ they expect"
 - a. More
 - b. Higher quality
 - c. Higher ROI
 - d. Less

4. What is an example of perceived value?
 - a. Running Ads
 - b. Fixing SEO on web pages
 - c. Showing up to an office in person for a meeting
 - d. Sticking to an ad budget

5. Which of the following are Dennis's tips to meetings?
 - a. Arrive early
 - b. Take notes (laptop is fine)
 - c. Follow up
 - d. Give them something tangible

