

On the evening of October 23, 2007, East Toronto Chapter, Professional Engineers Ontario had the pleasure of hosting a seminar entitled “Get the most value from your Website – what you need and what to avoid.”

Our guest speaker was Ms. Candace Carter of Back2Front – The Web Site People.

About 60 members and their guests attended this presentation. By means of Ms. Carter’s initial informal survey and by observing the level of detail in the attendees’ questions, I estimate that 20 of those present were highly skilled on the subject matter, and were attracted to this presentation with the goal of further advancing their professional development. Another one third of the attendees encountered website design in their day-to-day work, and came to this event so as to better understand the workings of their employers’ specialists in this field. The other 20 people came with the goal of progressing beyond their rudimentary knowledge of this complex subject.

Candace was organized in her approach, thorough in her presentation and well versed in her subject matter. She maintained knowledge and aplomb in responding to the many questions that arose during her presentation, which queries ranged from the highly technical to the most basic. When some of the late-comers revisited the material already covered in the first half of her seminar, Ms. Carter showed patience and tact in steering the discussion back on track, and suggested she bring these late arrivals up to speed on a one-on-one basis at the end of discussion.

I already have recommended Candace Carter and Back2Front to other chapters of Professional Engineers Ontario.

I highly commend this speaker and this company to audiences both professional and commercial.

John Glover, P.Eng.  
Chair, East Toronto Chapter  
Professional Engineers Ontario