THE DECISION TO ATTEND STUDY

FOR CONVENTIONS & EXHIBITIONS

AN EXAMINATION OF THE BEHAVIORS BEHIND THE DECISION TO ATTEND

PHASE ONE REPORT — JANUARY 2015

A COLLABORATIVE INITIATIVE:

IAEE Exhibitions and Events Mean Business www.iaee.com

pcma Professional Convention Management Association

THE EXPERIENCE INSTITUTE®

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Executive Summary

THE
DECISION TO
ATTEND STUDY
FOR CONVENTIONS & EXHIBITIONS

PHASE ONE REPORT

January 2015

Total Responses: 7,171

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DECISION TO ATTEND STUDY

Introduction

Research Objective

Identify the factors impacting the Decision to Attend relative to the total visitor experience, upon which meetings/exhibition professionals and destinations can build their attendance promotion strategies.

Attendees are consumers; discerning travelers who may choose to attend conventions & exhibitions — or not.

That's why the mutual goal of both meeting/exhibition professionals and DMOs is generating positive word-of-mouth by attendees, resulting in repeat bookings and increased attendance.

As events and exhibitions are the largest group-based users of the destination experience, our organizations have joined together on this landmark research study:

- Leading a sea-change toward defining the attendee as the 'customer'
- Providing feedback to destination leaders to shape the overall experience
- Developing best practices and strategies to maximize attendance

The vision of this research study is to first gain new behavioral insight on attendees as 'consumers', with special needs and preferences. Then, use this insight to develop new industry strategies to maximize attendance — together.

We encourage your participation in this important vision. Thank you!

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Acknowledgements

Participating Organizations

Special thanks to the following organizations that disseminated the Phase One, *Decision to Attend* survey, resulting in 7,171 responses.

American Bankers Association ● American College of Obstetricians & Gynecologists ● American Society of Civil Engineers ● Association of Equipment Manufacturers ● International Association of Administrative Professionals ● International Association of Fire Chiefs ● National Association of Broadcasters ● National Automobile Dealers Association ● TESOL International Association ● Unitarian Universalist Association

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Study Phases

PHASE ONE

This *Decision to Attend Study — Phase One,* published late January 2015, is designed as a desktop reference and is the first in a series of reports that focus on the myriad of behavioral and societal factors that comprise the reasons individuals decide to attend — or not attend — conventions & exhibitions.

It takes responses from 7,171 prospective or current attendees and establishes a baseline from which to continually measure the influencers and barriers to attending.

PHASE TWO

Throughout 2015, *Phase Two* will involve gathering input from both sides of the industry — meeting & exhibition professionals and DMOs / Suppliers — through chapters, surveys, sessions, articles and webinars.

The goal is to go beyond the traditional ‘group profile’ by industry or profession and develop an additional ‘behavioral profile’ — a profile that would identify the needs, attitudes and preferences of prospective attendees. Beyond education, networking and staying abreast of their industry, this new ‘behavioral profile’ would capture the most important *influencers* to attending for that group, from which meeting & exhibition professionals and destination stakeholders can work together to shape attendance-maximizing strategies.

To give your insight, take the survey at:

DecisionToAttend.com

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Executive Summary

A NEW WAY OF THINKING

Attendees are Valuable Visitor$

It's time for new thinking. For decades, our industry has viewed attendees as people who 'come in and out' of the destination for meetings, conventions or exhibitions with 'success' measured by final attendance, 'filling the block', and overall economic impact. In today's consumer-driven, Internet society, that model needs to evolve.

It's time for new metrics on the value of attendees — beyond 'heads in beds'. Of the 7,171 respondents, one-half said they would be likely to extend their stay or turn their trip into a vacation — fueling additional room nights. Another one-half will bring someone with them *(friend, family, companion)* — multiplying the overall spend. And, three-quarters report they'll get 'out & about' while they're there, with *Gen Y Millennials* even higher at 85% — consuming the destination 'product'. Eight in ten will recommend the destination and convention / exhibition to others and three-quarters will consider returning to the destination for leisure travel, if the experience is positive — fueling leisure visitors.

This shows the sale isn't made when the convention is booked. The sale is made when the convention leaves.

That, and more, is what this *Decision to Attend Study* has revealed and what is outlined within this Phase One report.

The sale isn't made when the convention is booked.

The sale is made when the convention leaves.

DECISION TO ATTEND STUDY

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MAXIMIZING ATTENDANCE

DECISION TO ATTEND STUDY

Are my numbers improving?

Can I do better?

Or is this as good as it's going to get?

Connectivity & Revenue: A Mutual Goal

Maximizing attendance fuels two goals shared by both sides of the industry — *Connectivity and Revenue*. For exhibition organizers and meeting professionals, maximized attendance helps more individuals 'connect' with the host organization and its mission, while protecting and growing a solid source of revenue. For destinations, maximized attendance results in more people connecting to the destination experience — what makes it unique — and increases overall spending as attendees get 'out and about' and/or recommend the destination to others. Thus, it makes sense to work together to move the industry forward toward maximized attendance.

Actual to Aspirational

This Phase One report breaks down the respondents into three segments — *Attendance Frequency, Generation,* and *Propensity / Likelihood to Attend*. The ultimate goal is to use this information to move attendees farther up the continuum to a higher frequency of attendance — motivating the *Nevers* to *Occasionals,* the *Occasionals* to *Frequents*, and the *Frequents* to *Always* attendees. The willingness to attend is there, especially among the younger *Gen X* and *Gen Y* generations. As an industry, we need to work together to supply the means.

Continuous Study of Attendance Behaviors

Point-in-time research is not enough to keep pace with the changing behaviors of attendees. Ongoing refinement of the attendee profile, and continuous learning about their needs and preferences, is critical to maximizing attendance. The vision for Phase Two of this study is to identify a uniform, repeatable methodology that can monitor trends over time — to eventually help answer the question: *"Are my numbers improving? Can I do better? Or is this as good as it's going to get?"*

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Key Findings

I. PROPENSITY TO ATTEND AS ADULT LEARNERS

The Future of Face-to-Face is Strong

The Propensity to Attend is High Across All Generations. The will or *Propensity to Attend* is high. Nine in ten are likely to attend conventions / exhibitions — across all generations — with the younger *Gen X* and *Gen Y* generations trending strong at 94%. This bodes well for the future of face-to-face / F_2F.

Attendees as Adult Learners

Younger Generations Are Replacing Older Generation Attendees. Another way of researching the *Propensity to Attend* was to look at the likelihood of continuing their education as adult learners. Asked whether they are participating in more or fewer workshops, seminars, conferences, conventions/exhibitions for their *personal* or *professional* learning, over two-thirds reported they were attending more or about the same, with only one-third attending fewer. As the older generations attend fewer events, the younger *Gen X* and *Gen Y* generations are filling the void. Bottom line, the numbers look strong for all generations with a good 'pipeline' of younger attendees on the horizon.

The Propensity to Learn Impacts Attendance Frequency. Not surprisingly, the propensity to continue their *personal* or *professional* education is highest for the *Always* attendees at 82% attending more or about the same number. Even one-half of the *Occasionals* and nearly two-thirds of the *Nevers* reflect a propensity to continue their education — another positive sign for the future.

92% are likely to attend, with younger generations trending strong.

DECISION TO ATTEND STUDY

Even the *Never* attendees reflect a desire to continue their education.

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Key Findings

II. ATTENDANCE DRIVERS

DECISION TO ATTEND STUDY

Education, networking and the destination are the top attendance drivers.

Education & Staying Abreast

Education & Staying Abreast are Key Drivers.

Education *(program, content, speakers, exhibits)* is still a strong attendance driver and should remain a prominent part of the marketing message. Over 90% of respondents report it's important, regardless of attendance frequency or generation. Keeping up and staying abreast with their profession/industry is an equally important benefit to attending and matters to all generations combined at 91%, with *Boomers* and *Gen Xers* rating it the highest.

Networking Opportunities

They Want Opportunities to Network & Make Connections.

Networking and making connections are important to 75% of all respondents, but most important to *Gen Y Millennials* at 84%, as they're building their base of contacts. The fact that it's important to over two-thirds of all attendees warrants including it in both promotional messaging and determining how to best facilitate a variety of ways to 'get them together' on-site.

Destination / Location

The Destination / Location is Significant.

A remarkable 82% of all respondents report that the destination definitely factors into their decision. In stark contrast, only 57% of the *Always* attendees are influenced by location — they'll attend wherever. A remarkable 90% of the *Never* and *Occasional* attendees also say the destination matters. Generationally, the location matters slightly more to *Pre Boomers* who generally have the 'free will' to attend. Write-in comments ran the gamut from destination appeal, to airlift, to drivable distance, to overall cost, to experiencing 'new places'. Knowing that the *Occasionals* and *Nevers* also value education and networking, the destination/location may be the impetus to get them to attend. Converting these two groups to a higher frequency of attendance is key to improved profit margins.

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Key Findings

ATTENDANCE DRIVERS

DECISION TO ATTEND STUDY

Opportunities to engage with others via social media are less important than face-to-face interactions.

Social Interactions

Attendees Socialize, but Less So on Social Media.
Beyond networking and making connections, nearly 71% of respondents indicated a strong desire for opportunities for *social interaction and discussions* while attending. Surprisingly, opportunities to engage with others via *social media* as a benefit of attending was rated relatively low at 40% *Important / Very Important* for all respondents combined. Creating and *promoting* face-to-face / F_2F, on-site opportunities may tip the scale toward the decision to attend.

Attendees Will Search Local Websites & Social Media.
Seven in ten will search local websites to see what the destination is about and nearly one-half will search social media and review sites to learn what others are saying about the destination experience.

What type of impression will they get? Will they easily find what they are seeking? Both can influence their experience and overall image of the destination. And, their decision to attend, or not.

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Key Findings

III. ATTENDEES AS CONSUMER$

DECISION TO ATTEND STUDY

Extended Stays / Bringing Others

Attendees Fuel Spending

Attendees Extend Their Stay / Vacation. **Attendees turn into leisure travelers, with over one-half indicating they would extend their stay or turn their trip into a vacation — fueling additional room nights.**

Attendees Will Bring Others. **Nearly one-half will bring someone with them *(friend, family, companion)* — multiplying the overall visitor spend.**

Attendees Get 'Out & About'. **Three-quarters report they would get 'out & about', with *Gen Y Millennials* even higher at 85%. They will consume the destination 'product', while forming opinions on the destination experience. They grow the visitor spend.**

Attendees extend their stay, bring others and get 'out and about'.

They grow the visitor spend.

Today's attendees are consumers and should be valued in a new light. The 'peak night' room block metric needs to evolve — beyond 'heads in beds' to a new metric that values this dynamic — a metric that reflects the 'behavioral profile' including extended stays, bringing others, and their 'overall spend' while they're there.

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Key Findings

ATTENDEES AS CONSUMER$

Return / Recommend Intentions

Repeat Attendance

The Destination Experience Impacts Repeat Attendance.

Every person attending is a potential repeat attendee. If the destination experience is positive, 84% are likely to return to attend the *same* meeting/convention/expo at that destination, with over three-quarters likely to return to attend a *different* one. The overall destination experience that happens 'outside the walls' definitely matters.

DECISION TO ATTEND STUDY

Repeat Visits

The Destination Experience Fuels Repeat Visits.

**The overall destination experience also fuels future visits.
If the destination experience is POSITIVE, over three-quarters of attendees will consider returning for leisure travel. But if it's NEGATIVE, only 4% are likely to return for leisure travel, underscoring the need to view the attendee with a 'leisure traveler' lens. Bottom line, they attend on someone else's dime and return on their own dime, which is significant.**

They attend on someone else's dime and return on their own dime, which is significant.

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Key Findings

ATTENDEES AS CONSUMER$

Return / Recommend Intentions

The sale isn't made when the convention is booked.

The sale is made when the convention leaves.

Recommend Intentions

Attendees Will Recommend the Convention / Expo *and* the Destination.

If a CONVENTION / EXHIBITION met or exceeded their expectations, a remarkable 85% are likely to recommend it to others, with two-thirds being *Very Likely* to do so.

The same is true for 83% who report they will recommend the DESTINATION to others, if their expectations are met or exceeded.

Again, this shows the sale isn't made when the convention is booked. The sale is made when the convention leaves.

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Key Findings

ATTENDEES AS CONSUMER$

Communicating Experiences

Communicating Their Experiences

Attendees Will Tell Others About Their Positive or Negative Experience.

Nine in ten reported they will tell others *(peers, friends, family, etc.)* about a POSITIVE destination experience, with over one-half telling others of a NEGATIVE destination experience. Bottom line, thousands of attendees are talking to others — year-over-year. What are they saying? Do you know? More important, what actions are being taken destination-wide to address the negatives for future attendees?

Thousands of attendees are talking to others.

What are they saying?

Do you know?

What actions are being taken destination-wide to address the negatives for future attendees?

Preferred Methods of Communication

How Attendees Tell Others Varies by Generation.

Having a face-to-face conversation was rated above 90% across all generations as the preferred method of communication in recommending or telling others about their positive or negative experience. Below that, the usage of E-mail, Facebook, Phone and Text are among the top five for all generations, with minor variances. With regard to social media for all respondents, Facebook was rated at 45% as the preferred method of communication over LinkedIn at 12% and Twitter at 10%, with Twitter reaching a high of 61% for *Gen Y Millennials.* Prospective attendees will most likely heed these communications from their peers when making the decision to attend.

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Key Findings

ATTENDEES AS CONSUMER$

Satisfaction Expectations & Feedback

Eight in ten will give feedback on their experience, if it's quick and easy.

Giving Feedback on Satisfaction

Attendees Will Give Feedback on Both the Convention/Expo and Destination Experience, if it's Quick & Easy.

Obtaining ongoing satisfaction feedback is critical to establishing future strategies for both the convention / exhibition *and* the destination. Yet, it remains elusive for many. Eight in ten respondents indicated they would be likely to provide feedback through an online or mobile survey, if it were quick and easy to do so. Regarding satisfaction with the CONVENTION / EXHIBITION EXPERIENCE, 86% are *Likely* to give feedback, with nearly one-half being *Highly Likely*. The same holds true for satisfaction with the DESTINATION EXPERIENCE, where 80% reported the likelihood to give feedback, with 43% *Highly Likely* to do so. Determining the best method to capture this feedback both *consistently* and *strategically* is important to ascertain what attendees are saying about their satisfaction with the experience. From this knowledge, future strategies can be established.

Destination Experience Expectations

Attendees Have High Expectations About the Destination Experience.

In thinking about the destination experience, three-quarters rated all of the following as *Important* or *Very Important*, in descending order: Transportation Options; Safe; Clean; Way-finding; Welcoming / Friendly; Service-Oriented; and Variety of Things to See & Do. Generationally, the most significant variations came from the *Gen Y Millennials* who gave lower importance ratings to *Clean, Safe* and *Service-Oriented*, but higher ratings to *Transportation Options* and *Variety of Things to See & Do.* This parallels *Gen Y's* propensity to get 'out and about'.

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Key Findings

ATTENDEES AS CONSUMER$

Travel Expertise / Frequency

Today's attendees have a high propensity to travel and significant expertise.

Yet, some need help.

Travel Frequency

Today's Attendees Have a High Propensity to Travel.

Overall, the *Propensity to Travel* is very high among the respondents with 87% reporting they'd take 2-4 trips/year, if time and money were no object. While the willingness to travel is not a barrier, overall costs are still significant and write-in comments reflect that travel distance is often a factor.

Travel Expertise

Attendees Consider Themselves 'Seasoned' or 'Expert' Travelers.

In evaluating the level of travel expertise, over 60% of all respondents consider themselves 'Expert' or 'Seasoned' travelers *(4-5 on a scale of 5)* who are able to 'navigate just about anything', with little variance between generations. However, variance occurs when analyzing by attendance frequency, with 72% of the *Always* vs. 49% of the *Nevers* indicating they are expert / seasoned. The level of travel expertise is also increasing, with over one-half reporting they have more expertise than five years ago.

Yet, for 20% of the *Nevers*, they say they need help. Offering travel assistance or helping them 'navigate' their way to the destination not only shows you care, but also may move them up the continuum to a higher frequency of attendance.

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Key Findings

IV. THE DECISION PROCESS

DECISION TO ATTEND STUDY

Who Makes the Decision?

For One-Quarter Someone 'Higher Up' Makes the Decision

For nearly three-quarters of all respondents, the decision to attend is theirs to make. For the other one-quarter, their boss or 'higher up' makes the decision, which is even higher for the younger *Gen X* and *Gen Y* generations at 35%.

Barriers to Attending More Often

Prominent Barriers are Cost, Time and the Destination / City Appeal.

Cost: The overall cost of attending is rated as the highest barrier at 61% for all respondents, but highest for the younger *Gen X* and *Gen Y* generations. Respondents cited high and rising hotel rates, high registration fees, and overall travel costs as significant barriers. This also transcends for one-half who '*Can't Get Approval'*, with many citing cost as the overriding factor in the approval process.

Time: With regard to time, 41% indicated it's generally difficult to get away, rising to 58% for *Gen Y Millennials*. For another 23% of all respondents, the timing doesn't work for them.

Location: Location is the third barrier for all respondents, but is most important to those who are often on the 'bubble' — the *Occasionals, Frequents*, and *Pre Boomers* — reporting it is significant in their decision.

Top barriers are cost, time and the destination appeal

It's important to identify and lessen the barriers.

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Key Findings

THE DECISION PROCESS

DECISION TO ATTEND STUDY

What Would Convince Them?

Less Than 10% Said 'Nothing' Would Convince Them.

When everyone but the *Always* attendees was asked what would help convince them to attend, only 8% said 'Nothing' — showing that they *can* be convinced with the right mix of incentives.

What Are the Influencers?

Helping Younger Generations Now is Key.

When asked what would convince them to attend, across generations, cost and location were the highest influencers, with 60% indicating they desired '*Some Type of Discount or Subsidy to Help Defray Costs'*, followed by 37% who said, *'It's a Destination/ City I Want to Visit'*.

Not surprisingly, *Gen Y Millennials* reported needing the most help, favoring discounts or subsidies to defray costs at 77% and on-site coupons/discounts at 32%. One young respondent suggested installment payments for the registration fee.

Helping the younger *Gen X* and *Gen Y* generations attend now is key to the future. But with barriers of time and money, it's not enough to invite them to attend. It's bridging the gap between the *desire* to attend and the *ability* to attend. Collectively, as an industry, we have to both *convince* them and *help* them.

It's bridging the gap between the *desire* to attend and the *ability* to attend.

Collectively, we have to both *convince* them and *help* them.

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Key Findings

DECISION TO ATTEND STUDY

THE DECISION PROCESS

Frequency of Attendance

Many Will Attend, Eventually.

The percentages of the *Nevers* (have never attended) steadily decrease over time. This is reflected by 36% of *Gen Y Millennials*, 27% of *Gen Xers,* 20% of *Boomers*, and 12% of *Pre Boomers* reporting they have never attended the largest convention/exhibition of the organization that sent them this survey. This demonstrates they will attend, over time. Getting the younger generations to attend sooner in their careers is important. It's also important to ensure they repeat attendance, once you succeed in 'getting them there'.

Getting them to attend earlier in their career is key.

Overall, 65% would attend more often, with Gen Y even higher at 79%.

Nearly Two-Thirds Would Attend More Often.

If circumstances allowed, nearly two-thirds or 65% of respondents reported they would attend more often. Responses varied by generation, from *Gen Y Millennials* at 79% and *Gen Xers* at 71%, to *Boomers* at 63%, and *Pre Boomers* at 46%. By attendance frequency, there was a relatively even distribution of those saying they'd attend more often, with 25% for each of the four segments — Nevers, *Occasionals*, *Frequents*, *Always*.

The mutual objective of exhibition organizers, meeting professionals, and destinations is to implement strategies to move them along this continuum — to a higher frequency of attendance.

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THE DECISION PROCESS

DECISION TO ATTEND STUDY

When Do They Decide?

Eight in Ten Decide 2-6 Months Prior.

Overall, 84% decide to attend 2-6 months prior. The majority or 56% of all respondents report they *normally* complete the registration process 3-6 months prior, with an additional one-quarter deciding 2 months prior. Of the remainder, 7% decide within one month and 2% within 30 days. Interestingly, *Gen Xers* tend to plan ahead slightly more than the other generations, perhaps due to family obligations; whereas *Gen Y Millennials* register slightly later, due to simple procrastination or planning things they can do pre, during or post. Numerous write-in comments mentioned the need for easy access to and reminders of future dates and locations — several years ahead — to allow time to get it into their budgets and/or obtain approval to attend.

Easy to access future dates and locations helps with budgeting and pre-approval.

Will They Stay in the Block?

Most Will Stay in the Official Room Block, but Gen Y Millennials Show Slippage.

Eight in ten prefer to stay in the official hotel(s), but 17% are unlikely to do so. Of the ones going 'around the block', two-thirds indicate they've always stayed elsewhere, while the other one-third report they used to book within the block, but are now staying outside the block. Cost was the highest rated reason for 71% of this subset, followed by 22% desiring a certain area of the city, 21% citing loyalty to hotel brand(s); and 20% preferring a non-hotel environment (condo, B&B, etc.). Not surprisingly, the *Gen Y Millennials* show higher percentages, due to cost sensitivity and decreased brand loyalty. These are important metrics to trend over time.

Most will stay in the block, for now.

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MOVING FORWARD

DECISION TO ATTEND STUDY

Now that we have a good baseline of data to trend over time, the next step is to develop new strategies to maximize attendance — together.

Throughout 2015, *Phase Two* of this study will involve gathering input from both sides of the industry — meeting & exhibition professionals and DMOs / Suppliers — through chapters, surveys, sessions, articles and webinars.

The goal is to go beyond the traditional 'group profile' that often puts 'labels' on attendees by profession/industry, such as doctors, teachers, engineers, etc. We need to develop an additional 'behavioral profile' — a profile that identifies the needs, attitudes and preferences of prospective attendees as *individuals*.

Then, by matching the combined group and individual behavioral profiles to what the destination offers, new site selection and promotional strategies can be developed to maximize attendance.

That's the vision. We value your input and thank you for your involvement.

Mickey

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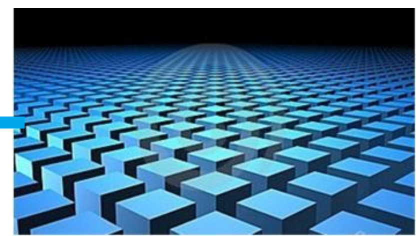
APPENDIX

Survey Segments & Methodology



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Survey Segments

Total Responses: 7,171

DECISION TO ATTEND STUDY

Segment #1: Attendance Frequency

The NEVERS
1,639 — 22.9% Have Never Attended
234 — 3.3% No Longer Attend

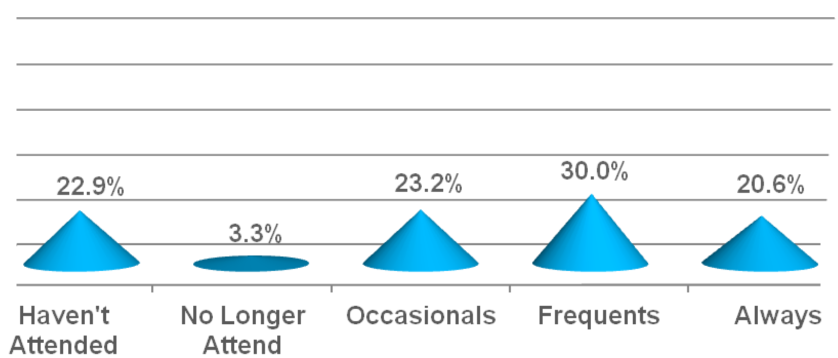
The OCCASIONALS
1,666 — 23.2% Attend Every 6-10 Years

The FREQUENTS
2,152 — 30.0% Attend Every 2-5 Years

The ALWAYS
1,480 — 20.6% Attend Every Time

When looking at attendance frequency, respondents reflected a relatively even distribution of roughly 25% for each of the four segments — *Nevers, Occasionals, Frequents, Always.*

The mutual objective of meeting professionals and destinations is to implement strategies to move them along this continuum — to a higher frequency of attendance.



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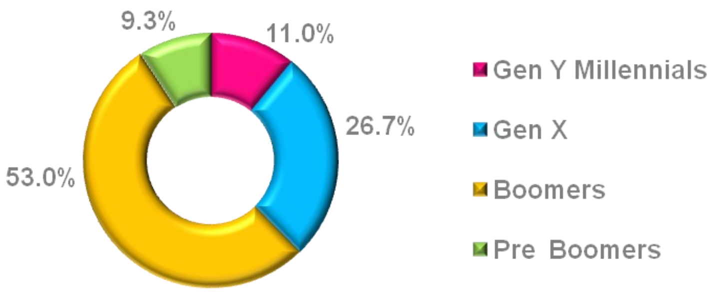
Survey Segments

Total Responses: 7,171

DECISION TO ATTEND STUDY

Segment #2: Generation



Eight out of ten (79.7%) survey respondents are from two generations that comprise most of today's full-time workforce — *Gen Xers* (26.7%) and *Boomers* (53.0%) — a prime target for marketing and promotion. Special insight was also gained from *Pre Boomers* and *Gen Y Millennials* — combining to 20.3%.

GEN Y / MILLENNIALS
Born 1980-2000
791 — 11.0%

GEN Xers
Born 1965-1979
1,916 — 26.7%

BOOMERS
Born 1946-1964
3,800 — 53.0%

PRE BOOMERS
Born 1900-1945
664 — 9.3%

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Survey Segments

Total Responses: 7,171

DECISION TO ATTEND STUDY

Segment #3: Propensity / Likelihood to Attend

A remarkable 91.7% of the survey respondents are segmented as *Likelys;* meaning they are *Likely* or *Highly Likely* to attend. Even those reporting they never attend conventions/exhibitions, indicate they would be likely to attend. Overall, the *Propensity to Attend* is high, which is good news for the future of face-to-face / F$_2$F.

The UNLIKELYS

227 — 3.2% Highly Unlikely

I prefer not to attend conventions / exhibitions

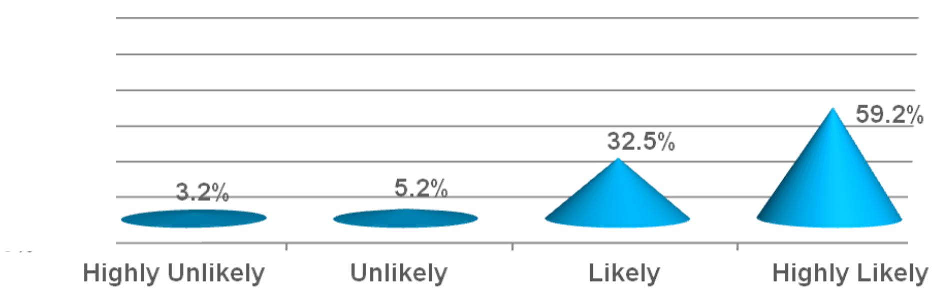
371 — 5.2% Unlikely

The LIKELYS

2,328 — 32.5% Likely

4,245 — 59.2% Highly Likely

I like to attend conventions / exhibitions



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Total Responses: 7,171

DECISION TO ATTEND STUDY

Methodology

Phase One Survey Methodology

OBJECTIVE: Gain insight from meeting professionals, exhibition managers, and destination marketing organizations (DMOs) to shape the research survey.

PCMA CEO Summit, **Boston, January 2014**
Small group discussions and report-out with over 40 CEOs of DMOs in the U.S. and internationally, focusing on the who, when, why, and how of the decision to attend.

Meeting Professional Focus Groups, **Washington, DC, February 2014**
Three 90-minute focus groups with 14 meeting professionals yielded additional areas for exploration.

OBJECTIVE: Gain initial behavioral insight from actual and prospective attendees relative to the decision to attend.

Survey of Members, Attendees, and Prospective Attendees
The following ten organizations, representing a wide range of industries and professions, volunteered to send an e-mail inviting participation in an online survey. Each organization targeted their normal list of prospective attendees, e.g. past attendees, non-attendees, members, executives and business owners.

American Bankers Association ● American College of Obstetricians & Gynecologists ● American Society of Civil Engineers ● Association of Equipment Manufacturers ● International Association of Administrative Professionals ● International Association of Fire Chiefs ● National Association of Broadcasters ● National Automobile Dealers Association ● TESOL International Association ● Unitarian Universalist Association

- **Analysis was based upon numerous factors, focusing on three core segments: *Attendance Frequency, Generation*, and *Propensity to Attend***
- **The survey invitation was distributed to a total of 214,484 individuals**
- **Received 7,171 responses for a rate of 3.3%, with Margin of Error at +-1.16%**
- **An incentive of opt-in entry into a random drawing for one of two $500 cash prizes was offered**
- **The survey was open between September 17-31, 2014**

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