



International Asso of Exhibitions and E Central Texas

IAEE-CTC 2009 End of Year Member Needs Survey

The IAEE Central Texas Chapter's goal is to provide the best possible chapter meetings and networking opportunities, increase participation and add member value. Please help us serve you better in planning for 2010 and the future by completing this short survey. It takes about 5 minutes to fill out the complete survey.

As a token of our appreciation for your participation, you will be entered into a drawing to attend a regular monthly IAEE-CTC meeting at no charge. A winner will be selected at random.

1. How many chapter education programs did you attend in 2009?

- | | | |
|-------------------------|-------------------------|-------------------------|
| <input type="radio"/> 0 | <input type="radio"/> 3 | <input type="radio"/> 6 |
| <input type="radio"/> 1 | <input type="radio"/> 4 | <input type="radio"/> 7 |
| <input type="radio"/> 2 | <input type="radio"/> 5 | |

2. If you did not attend any chapter education programs please tell us why (select all that apply).

- Just too busy all the time
- Location not convenient
- Usually the topics are not of interest to me
- Conflict with meetings of other associations
- No value
- Not supported by my organization
- Other (please specify)

3. Please rate your interest level for the seven education programs offered by the chapter this year:

	Interested & Attended	Interested but Couldn't Attend	Not Interested
February 19: "Industry Best Practices - Marketing in a Down Economy"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
March 12: Food for Thought "Trends and Negotiations in Hotel Contracts"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
May 15: "Making the WOW Factor Relevant in the New Economy"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
June 18: "Balancing Life and Stress" - IAEE -CTC Annual Road Trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
July 23: "Prescription for Greening Your Events"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
September 17: "Cost Cutting Secrets - 50 Tips in 50 Minutes"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
October 22: Half-Day Workshop "The Art & Science of Persuasive Marketing"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. How many monthly educational programs should the chapter offer each year?

8 7 6 5 4 3 2

Comments

5. What kind of speakers do you prefer?

- Local Peers
- National Industry Experts
- Panels
- Round Table Discussions
- A Variety Throughout the Year

Comments

6. What topics would you like to see the chapter offer educational programs on in 2010 (indicate all that are of interest):

- Promotional Campaigns
- Effective Email Marketing
- Marketing Pieces that Get Results
- PR/Press Coverage
- Attendee Marketing
- Traffic Building on the Show Floor
- Generational Marketing
- Booth Sales Techniques
- Finding New Exhibitors
- Priority Point Systems & Space Sales
- Exhibitor/Sponsor Retention
- Sponsorships & New Revenue Sources
- Tradeshow Operations
- Floor Plans
- Emergency Planning
- General Service Contractor Basics
- Material Handling Issues
- Tradeshow Security
- Convention Center Site Inspection/Selection

- RFP Development
- Multi-Year General Service Contracts
- Exhibitor Advisory Committees
- Suitcases & Pirate Events
- Exhibitor Prospectus
- Exhibitor Contracts
- Show Rules and Regulations
- Exhibitor Service Manual
- Exhibitor Housing Management
- Exhibitor Communications/Newsletters
- Exhibitor Surveys
- Cost Saving Tips for Your Exhibitors
- Exhibitor Training
- Improving Exhibitor ROI/ROO
- Website Enhancement
- Online Communities/Forums
- Podcasts and Blogs
- Emerging Technologies for Events
- Hotel vs. Convention Center for a Show
- Contract Negotiations
- APEX Initiative
- Attendance Audits
- Green Meetings
- Food & Beverage
- Project Management
- Balancing Work and Life
- Managing Stress
- Leadership
- Organizational Tools

	More Likely to Attend	Would Have No Affect	Less Likely to Attend
Austin Metro Area (within 30 miles of Austin city limits)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Houston	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
San Antonio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Do you plan to attend Southwest Showcase, February 4, 2010, at the Austin Convention Center?

- Yes
- No, the date is not convenient
- No, the registration fee is too high
- No, the education sessions are not appealing
- Not aware of this event. Please send me information.
- Other (please specify)

13. IAEE-CTC wants to assist those interested in obtaining the CEM designation (Certified in Exhibition Management). Please tell us your interest level:

- I am interested in learning more about the CEM designation.
- I would take a CEM Self-Paced Elective Learning Course if offered in Austin (5 week program).
- I have taken all the elective courses I need.
- I would like more mandatory courses offered locally.
- I have my CEM and would like to help.
- I am not interested in obtaining the CEM designation.

Name

14. Which IAEE-CTC Social Events do you usually attend?

- Golf Tournament
- Summer Social
- Holiday Social

Tell us why you do not attend the unchecked events, if any:

15. Volunteers make our chapter strong. If you would like to help your chapter by joining a committee, please indicate those that interest you. (select all that apply)

- Education (programming)
- Arrangements (meetings)
- Communications (newsletter/directory)
- Membership (recruitment/retention)
- Sponsorship
- CEM Support
- Golf Tournament
- Summer Social
- Holiday Social

Name

16. If you are not interested in volunteering to serve on a committee, what is the primary reason?

- I see no value.
- My company/association does not support it.
- I have no time to dedicate.
- I am not aware of what the committees do and would like more information sent to me.

Name

17. Which best describes your organization?

- Association
- Independent Show Organizer
- Hotel

- Convention Center/Visitors Bureau
- General Contractor
- Other Exhibition Industry Supplier
- Other (please specify)

18. How many years have you been in the exhibition industry?

- 1-3 4-5 6-10 11-20 More than
20

19. What is your age range?

- 20-25 26-30 31-40 41-50 More than
50

20. What other industry associations do you belong to?

- PCMA
- MPI
- SISO
- TSAE
- ASAE
- DFWAE
- HSAE
- ESCA
- SGMP
- ISES
- Other (please specify)

21. Rate the importance of the following opportunities the IAEE-Central Texas Chapter provides: (1=extremely important; 5=not important)

	1	2	3	4	5
Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Networking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1	2	3	4	5
Industry	—	—	—	—	—
Information/Newsletter	—	—	—	—	—
Southwest Showcase	—	—	—	—	—
Chapter Leadership	—	—	—	—	—
Sponsorships	—	—	—	—	—
Advertising	—	—	—	—	—
Social Events	—	—	—	—	—

Other (please specify)

22. Do you feel you are receiving value from your IAEE membership?

Yes

No

What can we do to add more value?

23. Please enter your name, company and email address below if you want to be included in the drawing for a free registration to a chapter education program.

THANK YOU FOR YOUR VALUABLE INPUT!

Done >>