

Northern California Chapter - Member Needs Survey

1. * How many programs, either educational, social or community outreach, should the chapter offer each year?

	label		label	label	label	label
Educational	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
Social	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
Community Outreach	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6

2. * What topics would you like to see the Chapter offer educational programs on in 2012? (indicate all that are of interest)

- Operations: APEX Initiative
- Operations: Attendance Audits
- Operations: Budgeting
- Operations: Contract Negotiations
- Operations: Convention Center Site Inspection/Selection
- Operations: Cost Saving Tips for Exhibitors
- Operations: Emergency Planning
- Operations: Exhibitor Advisory Committees
- Operations: Exhibitor Communications/Newsletters
- Operations: Exhibitor Housing Management
- Operations: Exhibitor Prospectus/Exhibitor Contracts
- Operations: Exhibitor Service Manuals
- Operations: Exhibitor Surveys
- Operations: Exhibitor Training
- Operations: Food & Beverage
- Operations: Floor Plans
- Operations: General Service Contractor Basics
- Operations: Green Meetings
- Operations: Hotel vs. Convention Center for a Show
- Operations: Improving Exhibitor ROI/ROO
- Operations: Material Handling Issues
- Operations: Multi-Year General Service Contractors
- Operations: Project Management

- Operations: Security
- Operations: Show Rules and Regulations
- Operations: Suitcases and Pirate Events
- Operations: RFP Development
- Operations: Trade Show Operations
- Event Marketing: Attendee Marketing
- Event Marketing: Effective E-mail Marketing
- Event Marketing: Generational Marketing
- Event Marketing: Marketing Pieces that Get Results
- Event Marketing: Online Communities/Forums
- Event Marketing: Podcasts and Blogs
- Event Marketing: Promotional Campaigns
- Event Marketing: PR/Press Coverage
- Event Marketing: Traffic Building on the Show Floor
- Event Marketing: Website Enhancement
- Sales & Sponsorships: Emerging Technologies for Events
- Sales & Sponsorships: Exhibitor/Sponsor Retention
- Sales & Sponsorships: Finding New Exhibitors
- Sales & Sponsorships: Priority Point Systems and Space Sales
- Sales & Sponsorships: Sponsorship and New Revenue Sources
- Personal Development: Balancing Work and Life
- Personal Development: Creative Thinking
- Personal Development: Handling Difficult People
- Personal Development: Leadership
- Personal Development: Managing Stress
- Personal Development: Organizational Tools
- Personal Development: Taming E-mail Overload
- Other, please specify

3. * What type of presentation do you prefer

- Local Peers
- National Industry Experts
- Panels
- Round Table Discussions
- Variety
- Other, please specify

4. Please share any speakers or topics you would recommend.

5. What day/time do you prefer to attend chapter events?

	Morning 9:00-11:00 a.m.	Afternoon 11:30 a.m.-1:30 p.m.	Afternoon 3:00-5:00 p.m.	Evening 5:30-7:30 p.m.
Monday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuesday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wednesday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thursday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. * Does your company/association pay for your attendance at Chapter events?

- Yes, both education and social/networking events
- Educational opportunities only
- No

7. * If the Chapter held an event in the following locations, how would this affect your attendance?

	More likely to attend	Would have no effect	Less likely to attend
North Bay	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3
South Bay	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3
Peninsula	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3
Sacramento	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3

8. * If you do not attend Chapter programs, please tell us why. (Select all that apply.)

- Just too busy all the time
- Location not convenient
- Topics not of interest

- Conflict with other meetings
- No value
- Not supported by my organization
- Other, please specify

9. Which of the following best describes your company?

- Association
- Convention Center/Visitors Bureau
- General Contractor
- Hotel
- Independent Show Organizer
- Exhibition Industry Supplier
- Other, please specify

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

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

11. What is your age range?

- 20-25
- 26-30
- 31-40
- 41-50
- 50+

12. To what other industry associations do you belong?

- ASAE
- EDPA
- ESCA
- GMIC

- MPI
- PCMA
- SISO
- Other, please specify

13. Do you feel you are receiving value from your IAEE Membership?

- Yes
- No

14. How can IAEE or the Northern California Chapter help to provide value to your membership? *(Please indicate national or chapter level suggestions.)*

15. * Volunteers will help make our Chapter stronger. Would you be willing to volunteer for a committee or single event?

- Yes; Committee.
- Yes; Single event.
- Not at this time.

16. Please enter your **name, company** and **email address** below to be included in the drawing to win either a **\$100 or \$50 American Express gift card**.

Submit