State Societies of Association Executives

Meetings, Education & Professional Development Survey Report

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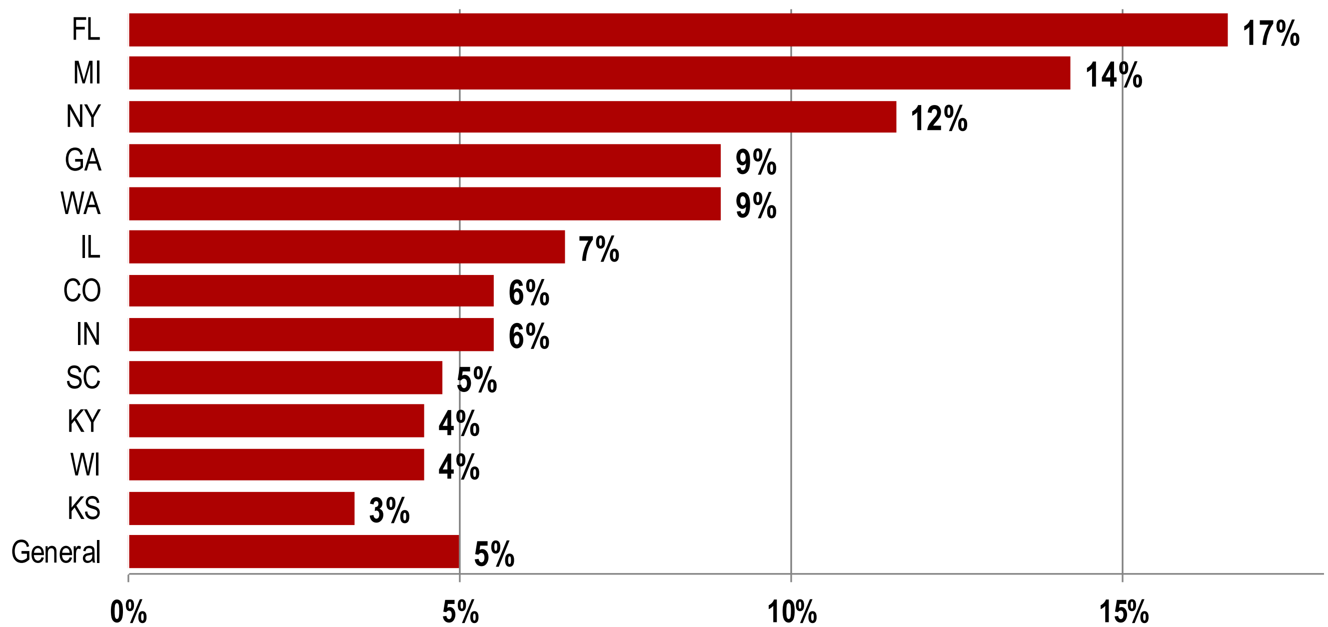
FSAE FOUNDATION
FLORIDA SOCIETY OF ASSOCIATION EXECUTIVES, INC.

Introduction

A group of 12 state societies of association executives collaborated with Whorton Marketing & Research in Las Vegas, Nevada and Event Garde in Kalamazoo, Michigan to conduct a survey of their education, meetings, and professional development activities.

- A survey was launched on January 25 with an invitation to select individuals from each organization—generally association executives, with some non-members, AMCs, CVBs, Chambers of Commerce, and other non-profits. Reminders were sent to non-respondents on February 1 and 7, with additional contacts among those who started but did not complete their survey.
- By the final deadline of February 16, a total of 609 individuals began a survey, out of 1,986 sent. This apparent response rate of 31% was somewhat inflated due to incomplete surveys; once we removed the records of people who only started a survey and completed some profile information, we had 382 total surveys for an effective response rate of 19%.
- This still represents a large number of participants, spread across the country. By state, Florida (63), Michigan (54), Upstate New York (44), Washington and Georgia (34 each) have the highest number of responses.
- States with fewer responses include Illinois (25), Indiana and Colorado (21 each), South Carolina (18), Kentucky and Wisconsin (17 each), and Kansas (13). Another 19 responded through an ASAE listserve post and were primarily from the Washington DC area.

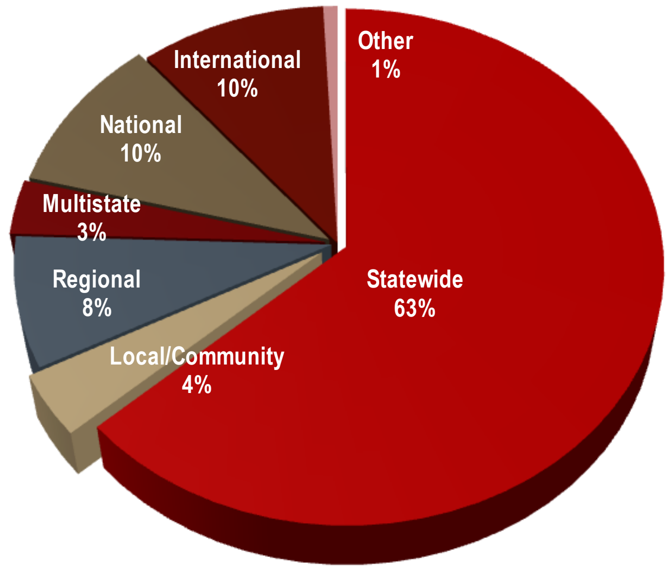


In the following report we generally present overall findings, and data tables presenting findings by state. Although many state level results are not statistically significant, these should help to highlight regional differences in the association community.

Profile: Scope of Membership

A total of 63% of respondents have a statewide geographic focus—that is, they actively solicit membership within this area.

- Smaller scopes were reported by 8% who were regional (multiple-community) or local/single community (4%).
- Broader scopes were reported by 10% each who are national or international in scope, and 3% who were multi-state.

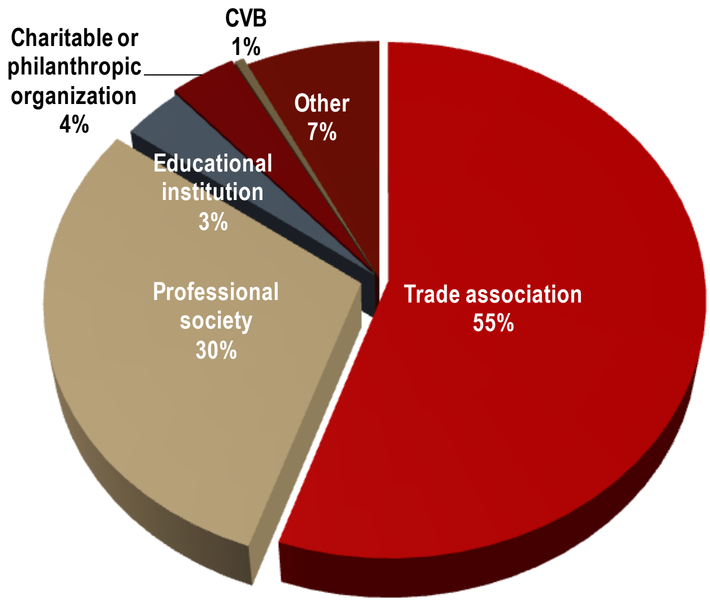


	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Statewide	67%	57%	53%	76%	52%	92%	82%	69%	80%	78%	59%	53%	11%
International	24%	13%	9%	4%	10%	8%	6%	4%	0%	0%	9%	29%	42%
National	0%	6%	24%	8%	29%	0%	0%	11%	2%	0%	6%	6%	42%
Regional	5%	13%	9%	4%	5%	0%	0%	6%	16%	11%	9%	6%	5%
Local/Community	0%	10%	3%	4%	0%	0%	0%	9%	0%	0%	3%	6%	0%
Multistate	5%	0%	3%	4%	5%	0%	12%	2%	2%	11%	9%	0%	0%

Type of Organization

The majority of respondents (55%) are trade associations, with organizational members.

- Another 30% are professional societies, with individual members.
- Other types of organizations include educational institutions, charitable or philanthropic, Convention and Visitor's Bureaus, or some other structure (often AMCs).

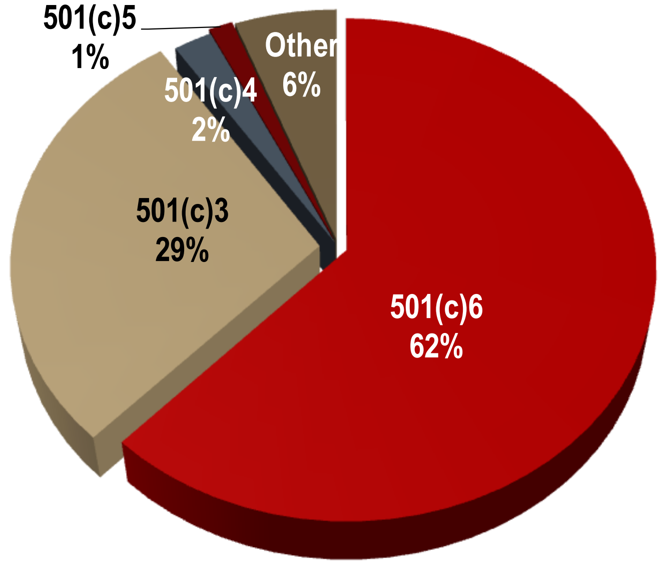


	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Trade association	76%	46%	62%	52%	48%	38%	71%	65%	48%	56%	59%	65%	37%
Professional society	24%	25%	29%	32%	43%	46%	29%	26%	32%	33%	24%	24%	42%
Educational institution	0%	5%	6%	0%	0%	0%	0%	4%	7%	0%	0%	6%	11%
Charitable or philanthropic	0%	13%	0%	8%	0%	8%	0%	0%	2%	0%	6%	0%	0%
Convention/Visitor's Bureau	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	3%	0%	0%
Other	0%	11%	3%	8%	10%	8%	0%	6%	9%	11%	9%	6%	11%

Primary IRS Tax Status

Most respondents are 501(c)6, reported by 62%.

- Another 29% are 501(c)3. Relatively few are 501(c)5 or 501 (c)4.

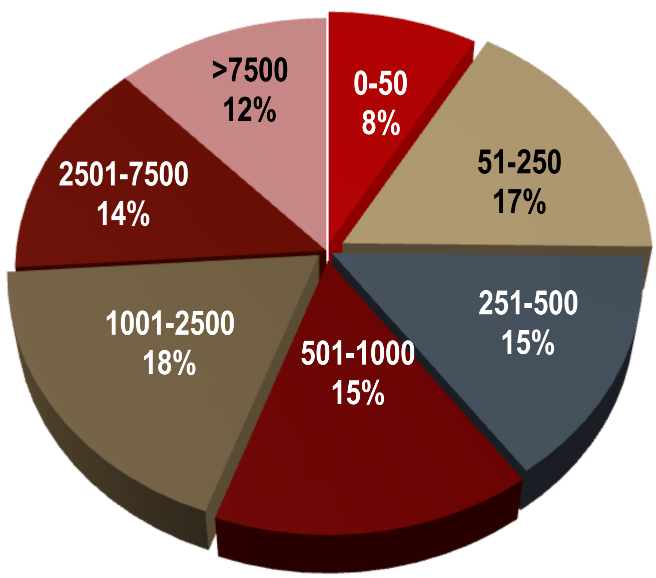


	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
501(c)6	65%	56%	67%	67%	71%	67%	71%	60%	60%	65%	73%	59%	37%
501(c)3	25%	41%	27%	25%	14%	25%	24%	27%	33%	12%	20%	24%	53%
501(c)4	0%	0%	0%	0%	0%	0%	0%	4%	5%	18%	0%	6%	0%
501(c)5	0%	0%	0%	4%	0%	8%	6%	2%	2%	0%	0%	0%	0%
Other	10%	3%	6%	4%	14%	0%	0%	8%	0%	6%	7%	12%	11%

Total Membership

Overall, respondents report a mean of 4,291 members or a median of 750.

- The mean is what we typically think of as the average (adding all responses and dividing by the number of responses) but it can be distorted by a few outliers. The median often provides a better sense for the "typical" response by presenting the midpoint of all responses sorted by size.
- By range, 8% report 50 or fewer members, 17% 51 to 250; 15% 251 to 500; 15% 501 to 1,000; 18% 1,001 to 2,500; 14% 2,501 to 7,500; and 12% more than 7,500.
- By state, the largest median memberships are reported by Indiana, Colorado, Wisconsin, and the general category of ASAE members. The mean membership is larger in Washington, Wisconsin, Florida, New York, Illinois, and Michigan.

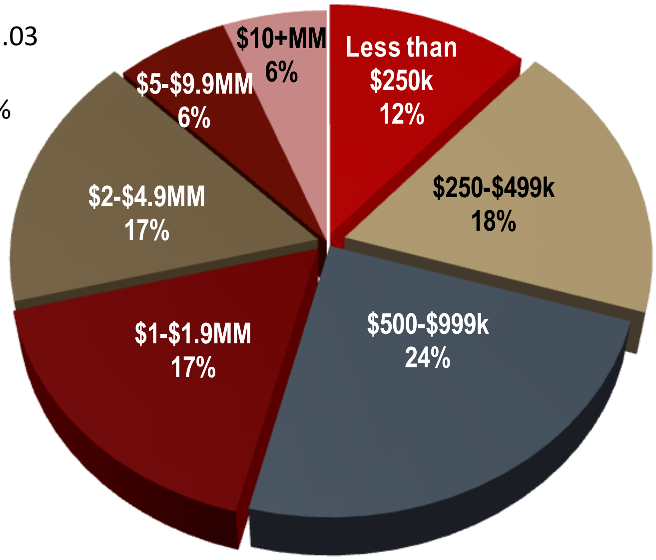


Members	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Mean	2,879	4,847	2,071	4,428	3,656	1,640	1,604	2,976	4,426	1,184	7,905	7,101	9,788
Median	1,300	638	700	630	1,700	260	675	400	778	778	633	1,050	1,800

Budget Range

The average budget is a mean of $2.3 million and a median of $1.03 million.

- By range, only 12% have budgets smaller than $250,000; 18% have budgets between $250,000 and $499,000; and 24% have budgets between $500,000 and $999,000.
- At the other extreme, 6% each have budgets of $10 million or more or $5 up to $10 million; 17% have budgets of $2 to $4.9 million; and 17% have budgets of $1 up to $2 million.
- By state, Wisconsin associations report the largest median budgets, followed by Kansas and Colorado. The national ASAE members are considerably larger associations.

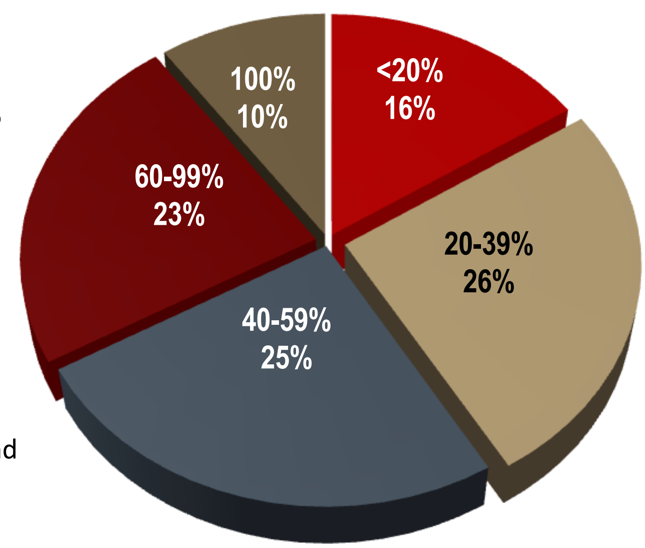


	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Less than $250k	5%	23%	6%	12%	5%	0%	12%	17%	13%	13%	3%	6%	5%
$250-$499k	19%	19%	27%	20%	15%	10%	29%	23%	21%	20%	13%	0%	0%
$500-$999k	19%	13%	21%	32%	35%	30%	29%	21%	23%	47%	37%	29%	11%
$1-$1.9MM	29%	21%	15%	16%	15%	30%	12%	13%	18%	7%	13%	18%	21%
$2-$4.9MM	14%	13%	21%	12%	15%	30%	18%	15%	13%	13%	23%	12%	32%
$5-$9.9MM	10%	6%	9%	4%	10%	0%	0%	8%	8%	0%	3%	12%	5%
$10MM or more	5%	5%	0%	4%	5%	0%	0%	4%	5%	0%	7%	24%	26%
Mean ($000s)	$2.44	$2.05	$1.93	$1.78	$2.43	$1.76	$1.15	$2.10	$2.19	$1.02	$2.40	$4.61	$5.06
Median	$1.47	$0.92	$1.00	$0.88	$1.04	$1.58	$0.73	$0.85	$0.97	$0.76	$1.07	$2.27	$3.75

Membership Share of Revenue

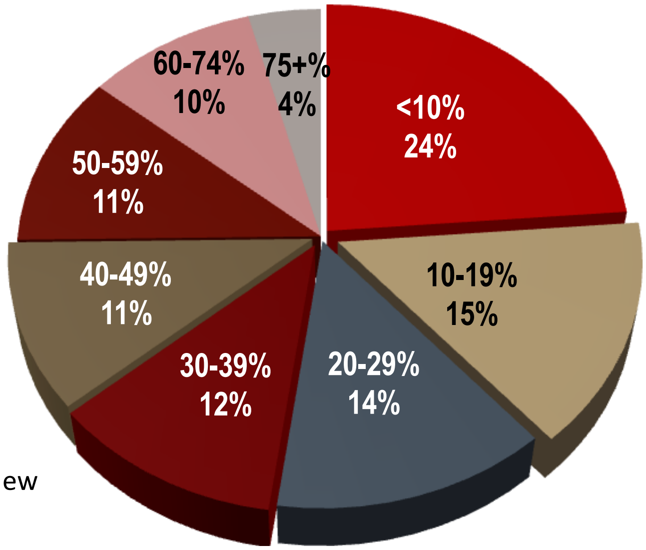
Membership as a share of overall revenue was a mean of 48.8% and a median of 45%.

- By range, one-third report that membership is at least 60% of revenue (10% report that it is all of their revenue).
- Only one-sixth report that membership is less than 20% of revenue while about one-fourth report that it is 20% up to 40% of revenue.
- The remaining one-fourth report that membership is 40% up to 60% of dues.
- By state, New York and Illinois associations are the most, and Wisconsin associations were the least-dues-reliant.



Membership Share	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Mean	46.3	46.1	45.2	59.1	53.5	60.4	43.6	42.9	62.3	48.7	48.7	37.8	43.6
Median	40.0	40.0	45.0	55.0	50.0	56.0	45.5	40.0	69.0	40.0	36.0	36.0	35.0

Share of Revenue from Conventions, Exhibits, Meetings, and Sponsorships

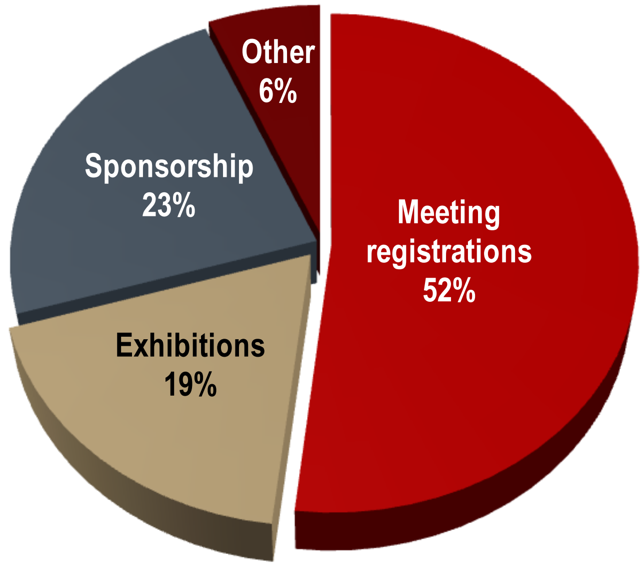


The general meetings category (including in-person or digital, and sponsorships with the primary purpose of educating industry practitioners) is a mean of 29.7% and a median of 25.2%.

- By range, 24% report earning less than 10% of revenue, and 29% earn between 10% and 29% of revenue in this category.
- At the other extreme, 14% earn at least 60% of their revenue, and 22% earn between 40% and 49% of their revenue from this category.
- By state, Georgia associations earn the most and Kansas, New York, Indiana, and Washington associations earn the least revenue from this category.

Share of Revenue	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Mean	30.8	29.1	42.9	27.3	26.5	19.1	24.0	31.2	25.8	27.4	21.5	32.4	39.8
Median	33.5	25.0	43.5	25.0	19.8	19.8	24.5	30.2	19.5	23.5	20.3	32.5	45.0

Gross Meeting Revenue by Source

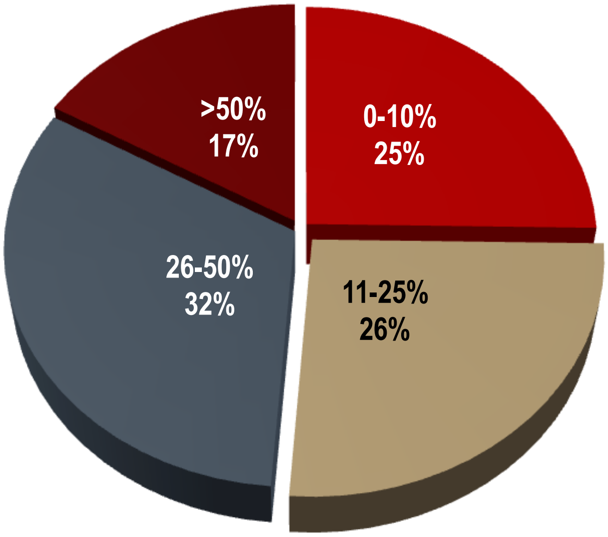


Meeting registrations (52%) account for the highest mean proportion of gross meeting revenue.

- Sponsorship (23%), exhibitions (19%), and other revenue (6%) round out the total.
- By range, one fourth of respondents each report that meeting registrations are 0-25%, 26-50%, 51-75%, or 75% of total meeting revenue—an almost perfectly linear distribution.
- Most respondents report that exhibits (72%) and sponsorships (68%) account for 25% or less of category revenue. Only 7% and 13%, respectively, report that these two sources account for at least half of meetings-related revenue.
- Wisconsin, Georgia, and Michigan report the highest registration proportion of meetings-related revenue. Florida and South Carolina report least. Illinois and New York report highest exhibitions share and Florida the highest sponsor share.

Mean	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Meeting registrations	47.9	43.0	59.1	45.7	57.6	49.2	52.4	54.3	49.0	52.3	58.4	65.3	57.2
Exhibitions	25.3	18.6	15.1	24.1	14.2	20.8	17.9	18.2	19.8	15.8	14.5	16.0	19.7
Sponsorships	20.9	29.4	21.8	28.1	21.9	26.8	19.1	23.9	25.1	22.2	20.0	12.6	16.2
Other sources	10.6	9.0	3.9	2.0	6.3	3.2	10.6	3.6	6.1	9.8	7.0	6.1	6.9
Median													
Meeting registrations	50.0	42.5	65.3	49.5	55.0	49.8	59.8	60.0	49.5	45.0	62.0	77.5	59.8
Exhibitions	16.0	10.0	4.8	19.8	9.9	17.0	12.0	9.8	19.5	14.5	0.4	10.5	24.7
Sponsorships	10.4	24.5	15.3	20.0	15.0	10.3	10.1	10.4	20.0	19.5	10.4	10.0	13.0
Other sources	0.3	0.3	0.4	0.3	0.4	0.3	0.5	0.3	0.4	0.4	0.3	0.4	0.4

HR Capacity Spent on Education or Professional Development

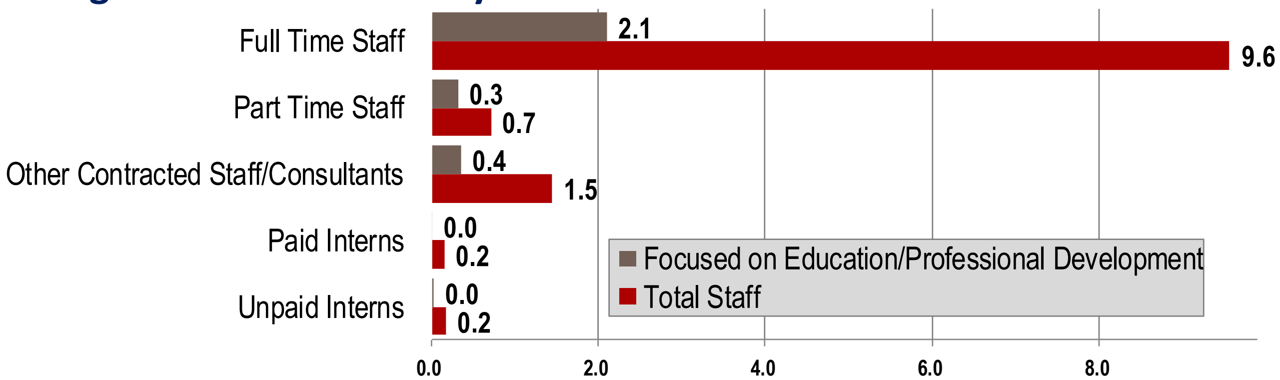


Overall, respondents report that a mean of 31.9% and a median of 25.4% of their total human resources capacity is spent on education and professional development.

- While roughly one-fourth each report that 10% or less, or 11%-25% of their staffing resources are dedicated to this function, almost one-third report that 26%-50% of staffing are, and 17% report that more than half is dedicated to education and professional development.
- By state, Georgia, Florida, and Michigan associations report the greatest emphasis on education/PD staffing and Washington and Kentucky report the lowest median capacity spend in this area.

Range	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
0-10%	21%	26%	23%	21%	12%	38%	38%	28%	30%	23%	36%	7%	11%
11-25%	7%	17%	19%	37%	41%	38%	31%	16%	27%	31%	28%	47%	44%
26-50%	64%	30%	32%	26%	47%	25%	31%	35%	24%	38%	16%	40%	22%
>50%	7%	26%	26%	16%	0%	0%	0%	21%	18%	8%	20%	7%	22%
Mean	31.8	37.8	38.3	31.1	27.8	19.1	20.6	33.9	30.7	27.9	27.9	30.3	34.6
Median	34.5	30.0	35.3	25.0	25.3	24.5	19.5	30.3	25.1	25.0	18.0	23.0	25.0

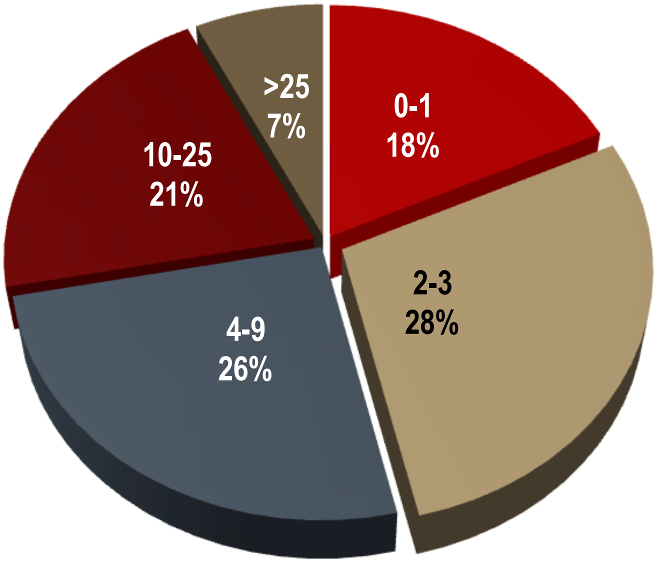
Average Staff Overall and by Function



Respondents report a mean of 9.6 total full time staff, 0.7 part-time staff, 1.5 other contracted staff/consultants, and 0.4 paid or unpaid interns.

- Among those focused on education and PD, there are a mean of 2.1 full-time staff and 0.7 other personnel.
- Relatively few respondents report non-full-time staff: only 13% each report any part-time staff or other contracted staff/consultants, and 2% each report paid or unpaid interns.

Number of Full-time Staff



By range, only 18% of organizations report 0-1 full time staff. Another 28% report 2-3, 26% 4-9, 21% 10-25, and only 7% report more than 25 full-time staff.

- In terms of staff dedicated to education or professional development, 57% report 0-1, 29% 2-3, and 14% four or more staff.
- By state, respondents from Michigan and Illinois are most likely, and respondents from Kansas, Georgia, South Carolina, and Wisconsin are least likely to be small staff. Wisconsin and the general ASAE nationwide segment have the highest concentration of comparatively large-staff organizations.

Full-time staff range	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
0-1	6%	22%	7%	29%	15%	0%	24%	35%	21%	7%	12%	7%	8%
2-3	50%	33%	37%	24%	25%	27%	35%	7%	38%	36%	23%	27%	23%
4-9	17%	16%	26%	24%	30%	45%	18%	30%	21%	36%	46%	20%	15%
10-25	17%	27%	30%	19%	20%	27%	24%	17%	15%	14%	15%	20%	23%
>25	11%	2%	0%	5%	10%	0%	0%	11%	6%	7%	4%	27%	31%
Full-time education/professional development staff range													
0-1	57%	50%	61%	68%	53%	70%	75%	41%	55%	50%	39%	38%	46%
2-3	29%	35%	26%	11%	35%	20%	25%	34%	41%	50%	28%	19%	46%
4+	14%	15%	13%	21%	12%	10%	0%	25%	3%	0%	33%	44%	8%

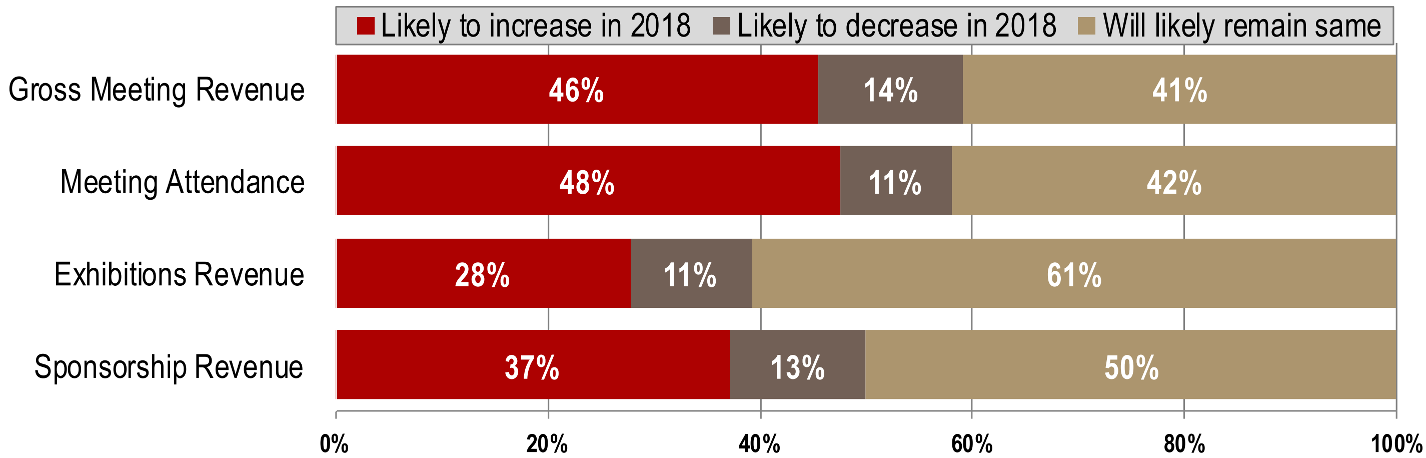
By state, respondents from Wisconsin report the highest mean full-time staff, while Indiana reports the second-highest. Wisconsin also reports by far the largest number of staff dedicated to this function. (We report only means below to avoid overkill on the statistic and since many medians are zero due to absence of staff by particular categories.)

Total Staff: mean	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Full Time Staff	8.8	7.0	6.7	7.2	12.1	8.0	6.0	9.7	6.6	7.2	9.3	26.4	24.0
Part Time Staff	1.6	0.6	0.6	0.8	0.8	0.1	0.3	0.8	0.8	0.4	0.7	1.0	0.9
Other Contracted Staff/Consultants	1.6	2.8	1.1	1.1	0.9	1.1	0.7	1.3	1.8	0.4	1.0	0.5	1.9
Paid Interns	0.1	0.4	0.3	0.2	0.2	0.1	0.2	0.1	0.0	0.1	0.0	0.0	0.1
Unpaid Interns	0.2	0.5	0.4	0.2	0.0	0.0	0.0	0.1	0.2	0.0	0.2	0.0	0.0
Individuals Focused on Education/PD: mean													
Full Time Staff	1.7	1.4	1.6	1.8	1.9	1.6	0.9	2.3	1.4	1.3	1.8	9.9	2.1
Part Time Staff	0.2	0.1	0.1	0.3	0.1	0.0	0.1	0.2	0.2	0.1	0.2	3.4	0.1
Other Contracted Staff/Consultants	0.2	0.4	0.2	0.1	0.2	0.4	0.0	0.3	1.5	0.0	0.2	0.0	0.4
Paid Interns	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Unpaid Interns	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1

Anticipated Changes in 2018

Overall, respondents are most likely to expect increases in meeting attendance (48%) and gross meeting revenue (46%), with fewer expecting increases in sponsorship (37%) and particularly exhibitions revenue (28%).

- A more common view of exhibitions is that revenue will likely remain the same (61%) and almost as many (50%) feel sponsorship revenue will likely remain the same.
- More than 40% also feel gross meeting revenue and meeting attendance will likely stay about the same.
- Between 11% and 14% believe all four of these metrics will decrease in 2018.



Among our state-level highlights, Indiana, Colorado, and the general national segment each have at least 50% more expect gross meeting revenue to increase rather than decrease in 2018.

- Only the national segment has at least 50% more expecting an increase rather than a decrease in meeting attendance, however. The net outlook for attendance in 2018 is comparatively weakest in Indiana.
- The net outlook for sponsorship revenue is particularly strong in Colorado, and weak in Kansas, Georgia, Illinois, and South Carolina.
- The net outlook for exhibitions revenue is relatively strong in Kansas and Colorado, and weak in New York, Georgia, Indiana, Washington, and the general national segment.

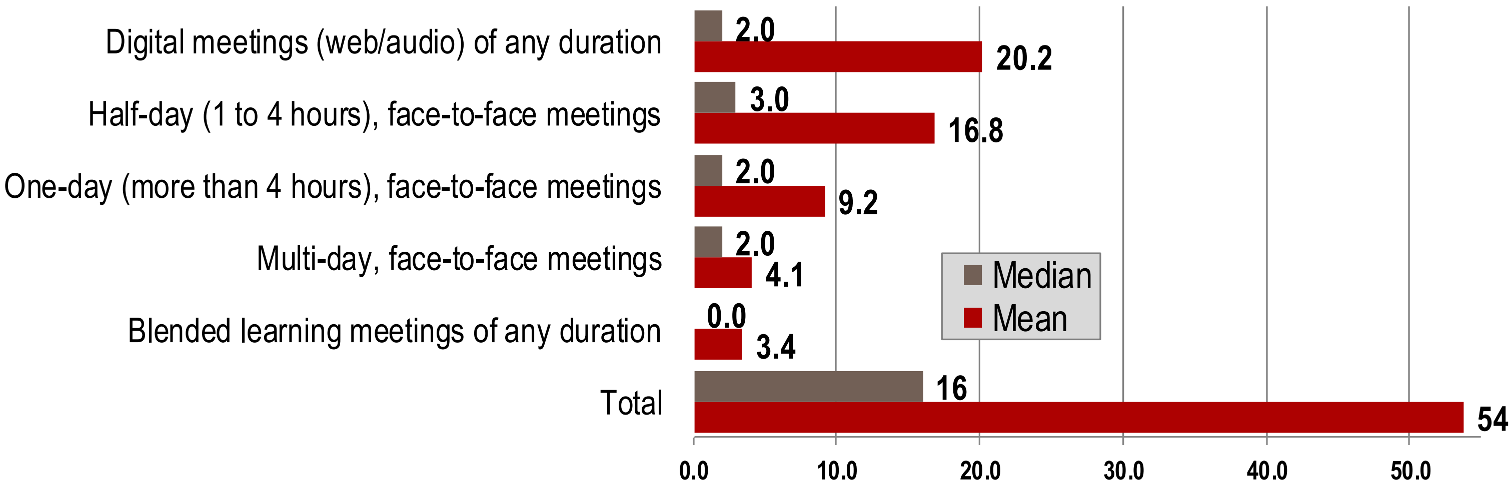
Gross Meeting Revenue	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Likely to increase in 2018	56%	45%	56%	27%	65%	27%	53%	39%	40%	21%	48%	43%	75%
Likely to decrease in 2018	6%	13%	13%	14%	10%	27%	24%	15%	14%	29%	7%	7%	8%
Will likely remain the same	39%	42%	31%	59%	25%	45%	24%	46%	46%	50%	44%	50%	17%
Meeting Attendance													
Likely to increase in 2018	50%	47%	56%	41%	35%	36%	47%	41%	50%	36%	56%	50%	75%
Likely to decrease in 2018	11%	7%	9%	14%	20%	9%	12%	11%	9%	14%	7%	7%	17%
Will likely remain the same	39%	45%	34%	45%	45%	55%	41%	48%	41%	50%	37%	43%	8%
Exhibitions Revenue													
Likely to increase in 2018	38%	34%	19%	29%	17%	40%	35%	22%	27%	29%	25%	29%	33%
Likely to decrease in 2018	6%	8%	9%	14%	6%	0%	18%	9%	21%	14%	13%	7%	25%
Will likely remain the same	56%	58%	72%	57%	78%	60%	47%	69%	52%	57%	63%	64%	42%
Sponsorship Revenue													
Likely to increase in 2018	65%	41%	31%	32%	37%	18%	38%	35%	30%	29%	44%	36%	46%
Likely to decrease in 2018	0%	13%	19%	18%	5%	9%	19%	15%	12%	14%	11%	7%	15%
Will likely remain the same	35%	46%	50%	50%	58%	73%	44%	50%	58%	57%	44%	57%	38%

B. Meetings Planned or Held

Meetings Planned in 2017, by Type

Overall, respondents report a mean of 54 and a median of 16 total meetings planned in 2017.

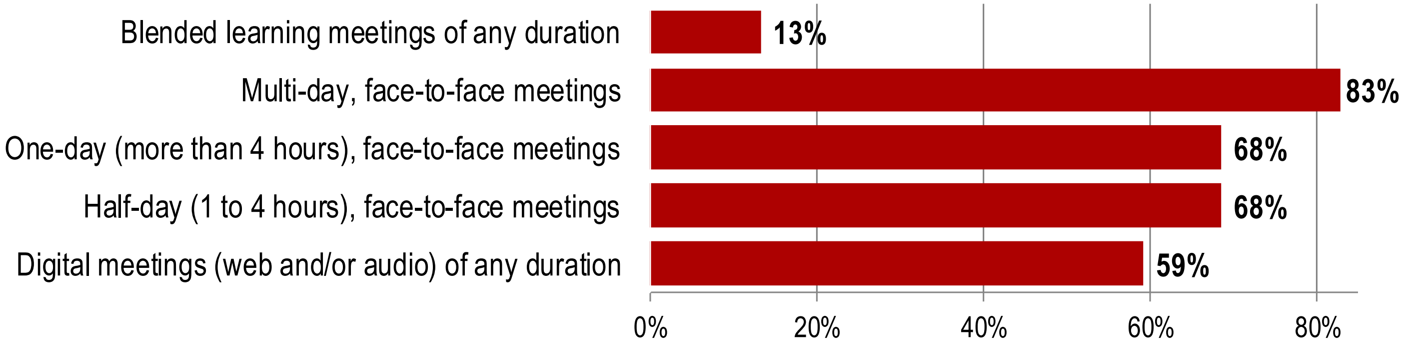
- By type, digital meetings (20.2) and half-day face-to-face meetings (16.8) were most common, although the median of 2 or 3 shows that some organizations sponsor many meetings in these formats, and most organizations sponsor few, or none.
- A similar pattern is displayed for one-day (9.2) and multi-day face-to-face meetings (4.1), with a median of 2 each, and a mean of 3.4 blended learning meetings with both digital and face-to-face components.



Mean	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Digital meetings (web/audio):	47.3	10.4	24.1	19.8	8.0	8.7	30.4	10.0	9.1	43.2	41.9	11.3	26.8
Half-day (1-4 hours) face-to-face	55.6	9.6	11.5	10.0	4.1	8.4	10.4	7.9	7.3	15.0	66.5	7.4	6.5
One-day (>4 hours) face-to-face	6.2	5.8	18.8	5.8	2.1	3.6	11.3	14.0	5.5	12.8	11.9	7.3	6.0
Multi-day, face-to-face meetings	3.3	5.5	4.2	6.7	3.2	2.8	4.1	2.7	2.2	3.3	3.1	8.4	4.2
Blended learning meetings	38.9	0.3	0.0	0.2	1.1	0.0	0.1	2.4	0.2	1.5	0.4	11.3	0.6
Total	151	32	59	42	19	23	56	37	24	76	124	46	44
Meetings with exhibits	2.7	1.7	3.0	1.3	4.7	2.1	5.4	2.8	2.1	2.5	1.8	2.3	1.3
Meetings planned and subsequently canceled in 2017?	0.6	0.4	1.1	0.9	1.3	0.0	1.8	0.8	1.0	1.8	2.2	0.7	1.4
Median													
Digital meetings (web/audio)	5.0	1.0	0.0	3.0	2.0	2.0	0.0	0.5	3.5	2.0	3.0	2.0	12.0
Half-day (1-4 hours) face-to-face	5.5	1.0	1.0	2.0	1.5	2.0	3.5	3.5	3.5	12.0	4.0	0.0	0.0
One-day (> 4 hours) face-to-face	3.5	1.0	1.0	2.0	1.0	2.0	2.0	3.0	2.5	2.0	2.0	3.0	0.0
Multi-day, face-to-face meetings:	2.0	2.0	2.0	2.0	1.5	2.0	1.0	2.0	1.5	3.0	1.0	3.0	1.0
Blended learning meetings	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	25	11	13	15	19	9	12	17	12	16	18	14	17
Meetings with exhibits	2.0	1.0	2.0	1.0	1.0	1.0	1.0	1.5	1.0	1.0	1.0	1.0	1.0
Meetings plan/canceled in 2017	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Proportion with at Least One Meeting in 2017 by Type

As noted above, the portfolio of organizational events did not include each of the identified event formats. Blended learning is particularly rare, reported by only 13% of organizations, while multi-day (83%) are more commonly held than one-day (68%) or half-day face-to-face (68%), and digital meetings (59%).



By state, Wisconsin respondents reports a mix that is most focused on multi-day face-to-face.

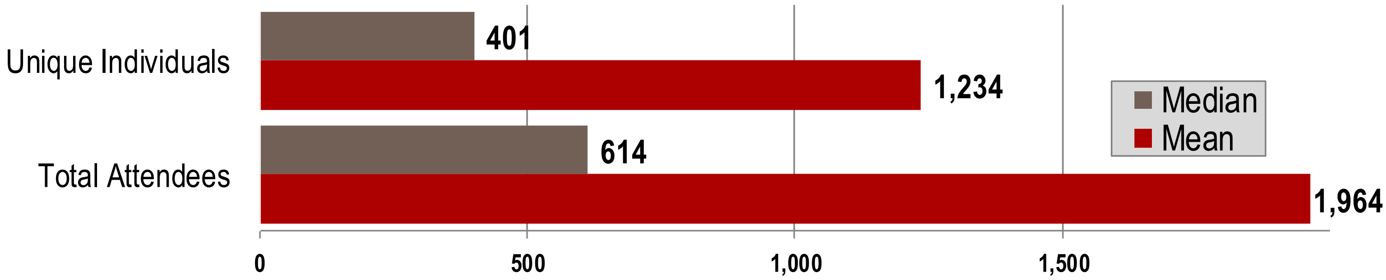
- Digital meetings are most commonly held by respondents in Kansas, Colorado, and upstate New York.
- Blended meetings are most common in Michigan and Wisconsin.
- Shorter-format face-to-face meetings are most common in Kansas, Colorado, and Washington.

Number reporting	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Multi-day, face-to-face meetings	88%	82%	92%	65%	71%	89%	75%	86%	88%	92%	68%	100%	90%
Half-day (1- 4 hours) face-to-face	88%	57%	56%	60%	64%	89%	81%	74%	69%	85%	88%	50%	40%
One-day (>4 hours) face-to-face	69%	57%	56%	75%	57%	78%	88%	81%	85%	62%	68%	71%	30%
Digital meetings (web/audio)	81%	51%	44%	60%	64%	89%	38%	50%	73%	62%	68%	64%	70%
Blended learning meetings	19%	6%	0%	10%	14%	0%	6%	29%	8%	23%	12%	29%	20%

Total Attendees and Individuals Trained by Organization in 2017

Overall, respondents report a mean of 1,964 and a median 614 total attendees in 2017.

- Controlling for unique individuals (excluding multiple registrations), respondents trained a mean of 1,234 and a median of 401 unique individuals.



By state, Georgia, Wisconsin, and Indiana organizations report the highest median total attendees, and Wisconsin and Georgia report the most unique individuals.

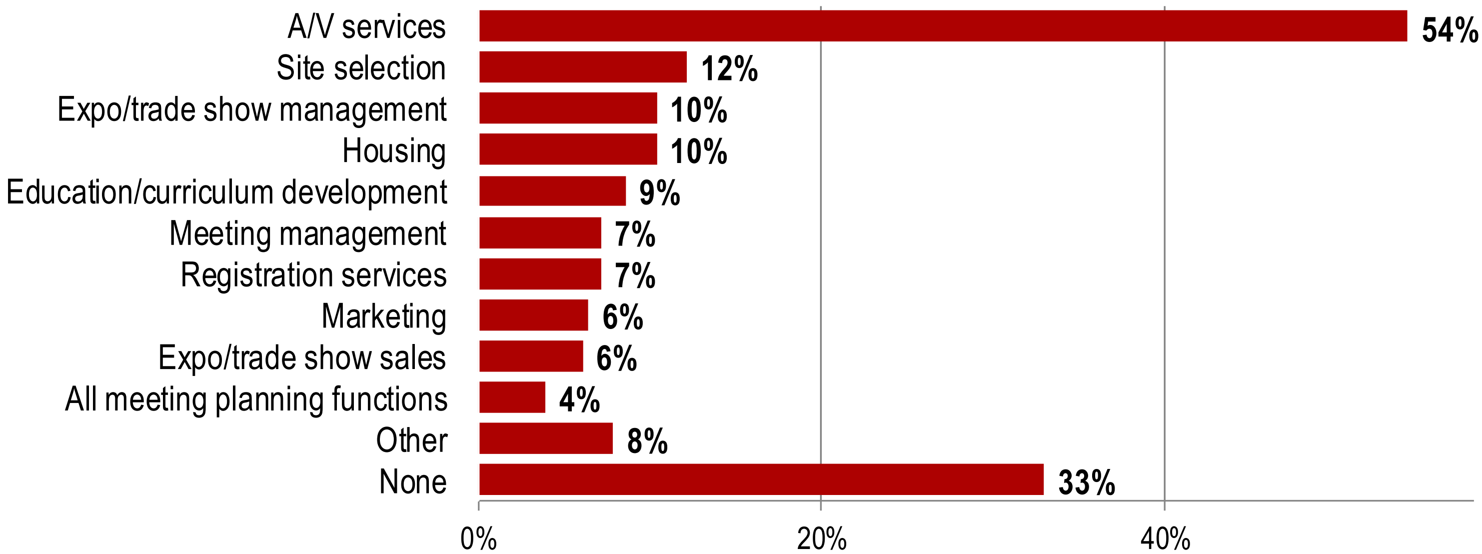
- Organizations in Kentucky, Kansas, South Carolina, Florida, and Illinois report the fewest total attendees and Kansas, Kentucky, Illinois, and Florida report the fewest unique individuals trained last year.

Total attendees trained in 2017	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Mean	1,902	1,067	3,245	937	4,125	775	1,005	1,605	980	1,372	2,039	6,244	2,936
Median	789	300	1,350	335	1,000	250	200	587	500	300	385	1,200	1,450
Unique individuals represented *(exclude multiple registrations)*													
Mean	948	705	2,911	523	978	381	435	1,241	702	648	1,698	2,838	2,304
Median	467	250	900	230	525	188	175	400	400	350	285	1,350	1,300

Outsourced Meeting Planning Activities in 2017

While one-third of respondents report not outsourcing any meeting planning activities, 54% outsourced audio/visual activities in 2017.

- No other service was outsourced by more than 12% with registration services, show sales, marketing, meeting management, and all planning functions outsourced by 4%-7% each.
- Site selection, expo/trade show management, and housing were outsourced by 10%-12% each.



By state, outsourcing is lowest in Kentucky and highest in New York.

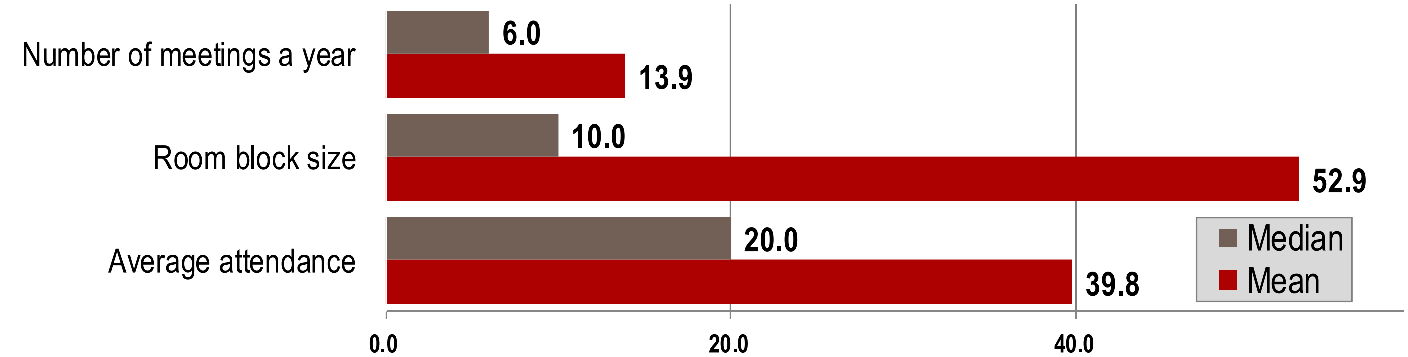
- AV services re most frequently outsourced in New York, Wisconsin, and the general national segment.
- Site selection and meeting management are most commonly outsourced in Colorado and Indiana.

	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
A/V services	47%	55%	56%	50%	56%	56%	33%	50%	67%	42%	50%	71%	78%
Site selection	29%	16%	16%	11%	25%	11%	0%	7%	4%	17%	0%	14%	22%
Meeting management	24%	14%	8%	6%	0%	0%	7%	7%	4%	0%	0%	0%	11%
Expo/trade show management	24%	14%	12%	22%	6%	11%	7%	10%	0%	0%	0%	0%	44%
Expo/trade show sales	24%	2%	8%	17%	6%	11%	7%	7%	0%	0%	0%	0%	11%
Registration services	18%	6%	16%	6%	6%	0%	7%	2%	15%	0%	0%	7%	11%
Housing	18%	14%	8%	6%	13%	11%	0%	10%	11%	0%	4%	7%	44%
All meeting planning functions	18%	2%	4%	11%	0%	0%	0%	2%	4%	8%	0%	0%	11%
Marketing	12%	8%	16%	6%	6%	11%	7%	2%	4%	0%	4%	0%	11%
Education/curriculum dev.	0%	4%	12%	11%	25%	22%	7%	7%	11%	0%	15%	0%	0%
Other	12%	12%	8%	0%	0%	0%	0%	10%	4%	17%	8%	7%	22%
None	12%	33%	32%	39%	38%	33%	60%	40%	15%	33%	42%	29%	11%

Standalone Board or Committee Meetings

Overall, respondents report a mean of 14 and a median of 6 standalone Board or Committee meetings in 2017.

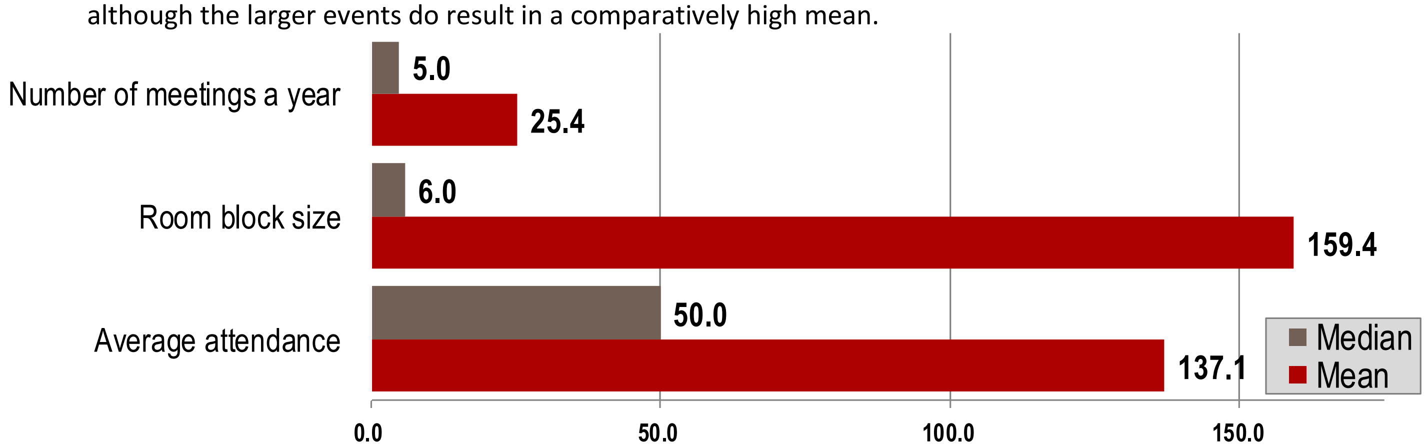
- Room block size is a mean of 53 and median 10 per meeting, and attendance is a mean of 40 and median of 20.



Educational Seminars

Respondents report a mean of 25 and a median of 5 educational seminars in 2017.

- Room block size is a mean of 159 and median of 6 per seminar, while attendance is a mean of 137 and median of 50. Many seminars appear to be local in nature and do not have many traveling for an overnight stay, although the larger events do result in a comparatively high mean.



Standalone Board or Committee Meetings	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Mean meetings a year	29.7	8.2	11.1	9.5	8.6	8.0	16.3	19.8	17.0	17.3	14.3	13.7	5.0
Room block size	12.6	105.9	41.4	14.8	43.5	7.8	19.5	114.3	10.1	11.1	24.9	40.3	39.4
Average attendance	54.3	42.3	46.9	26.4	34.9	18.1	28.3	20.2	41.2	20.4	59.4	41.9	110.9
Median													
Number of meetings a year	4.0	4.0	4.0	4.0	4.0	5.0	8.0	6.0	5.0	12.0	7.0	6.0	3.0
Room block size	13.0	15.0	6.0	10.0	5.0	1.0	5.0	1.0	5.0	5.0	10.0	15.0	17.5
Average attendance	20.0	20.0	20.0	20.0	21.5	12.0	22.5	16.0	18.0	20.0	16.0	20.0	17.5
Educational Seminars													
Mean meetings a year	20.5	17.6	30.3	12.1	39.3	18.2	22.2	33.3	17.1	63.3	16.2	35.3	3.3
Room block size	83.8	121.2	477.1	145.0	15.0	56.7	17.7	40.9	64.0	135.7	84.4	181.4	1835
Average attendance	79.9	86.7	285.0	95.8	37.5	171.7	60.1	99.5	40.6	84.6	157.5	155.0	1203
Median													
Number of meetings a year	10.0	4.0	2.0	3.5	8.5	3.5	5.0	6.0	5.0	4.0	3.5	4.5	1.0
Room block size	12.5	0.0	1.0	50.0	0.0	20.0	0.0	5.5	0.0	0.0	0.0	100.0	70.0
Average attendance	25.0	47.5	52.5	70.0	12.5	50.0	45.0	42.5	17.0	30.0	57.5	75.0	280.0

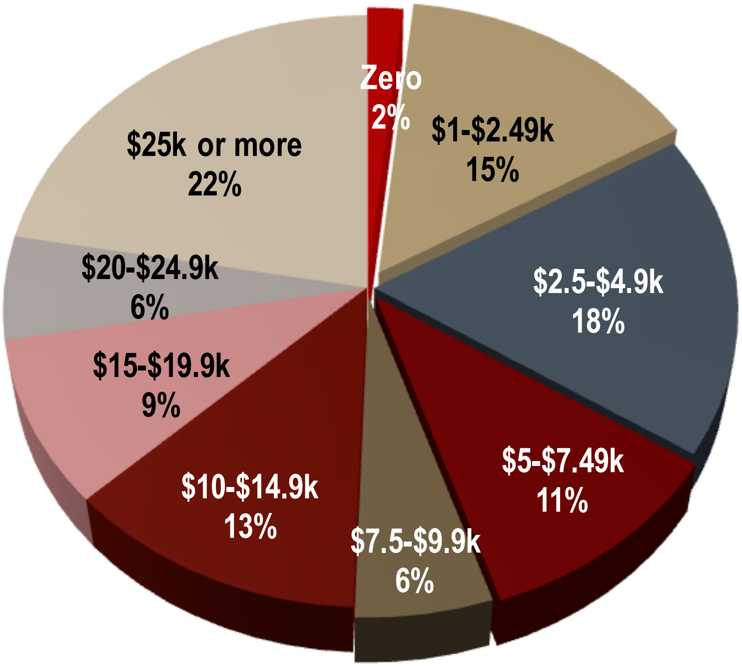
C. Professional Speakers

Spending on Compensation for Professional Speakers in 2017

Almost all respondents pay professional speakers, but by range, one-third pay less than $5,000.

- Many pay more, including $25,000 or more (22%) or between $15,000 up to $25,000 (15%).
- Another 30% pay between $5,000 to $15,000.

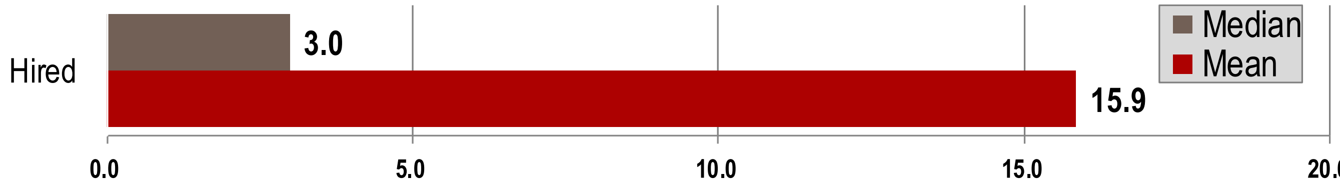
By state, organizations in Kentucky, Illinois, South Carolina, and the general national segment pay the lowest estimated median on professional speaker compensation, while Wisconsin, Kansas, and Michigan organizations pay the most.



	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Zero	0%	4%	6%	13%	0%	0%	0%	0%	0%	0%	0%	0%	0%
$1-$2,49k	17%	4%	13%	13%	22%	0%	13%	17%	25%	38%	21%	8%	0%
$2,5-$4.9k	8%	27%	13%	13%	0%	0%	50%	21%	15%	13%	21%	0%	43%
$5-$7.49k	0%	12%	13%	13%	11%	17%	25%	3%	20%	0%	7%	15%	14%
$7.5-$9.9k	17%	4%	6%	13%	11%	0%	0%	0%	10%	13%	0%	8%	0%
$10-$14.9k	0%	15%	19%	25%	44%	33%	0%	14%	5%	13%	7%	0%	0%
$15-$19.9k	33%	0%	6%	0%	0%	17%	0%	7%	20%	0%	14%	8%	14%
$20-$24.9k	8%	8%	0%	0%	0%	17%	0%	10%	5%	0%	7%	8%	0%
$25k or more	17%	27%	25%	13%	11%	17%	13%	28%	0%	25%	21%	54%	29%
Mean ($000s)	14.3	13.1	12.2	9.1	10.6	16.4	7.1	14.0	8.4	10.6	12.4	19.4	12.7
Median	16.3	10.6	10.6	7.6	11.2	15.0	4.5	13.4	6.3	7.6	10.6	25.2	6.3

Professional Speakers Hired in 2017

Most respondents (63%) hired professional speakers for any of their meetings held in 2017.



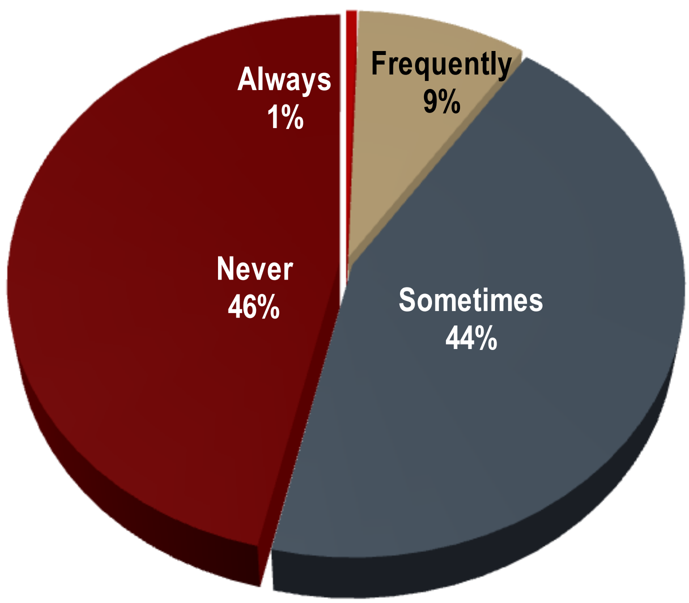
By state, organizations in Wisconsin are most likely to have hired professional speakers. Organizations in New York, Colorado, Indiana, Kansas and Michigan are more likely to do so than organizations in Florida and Illinois.

	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Yes	71%	50%	63%	50%	69%	67%	56%	67%	74%	62%	60%	93%	70%
No	29%	50%	37%	50%	31%	33%	44%	33%	26%	38%	40%	7%	30%
If yes, how many professional speakers did you hire in 2017?													
Mean	13.8	10.2	4.2	3.2	10.2	9.3	7.3	12.8	3.6	11.1	11.3	105	2.0
Median	4.5	5.0	2.5	3.0	4.5	2.5	2.0	4.0	3.0	4.0	3.0	4.0	2.0

Typically Use Speakers Bureau

Only 54% of those who hire professional speakers used a speakers bureau for recommending and hiring professional speakers.

By state, organizations in Illinois, Wisconsin, Michigan, and Florida are most likely to use a bureau, while organizations in Kansas, Colorado, and general national segment are least likely to use a speakers bureau.

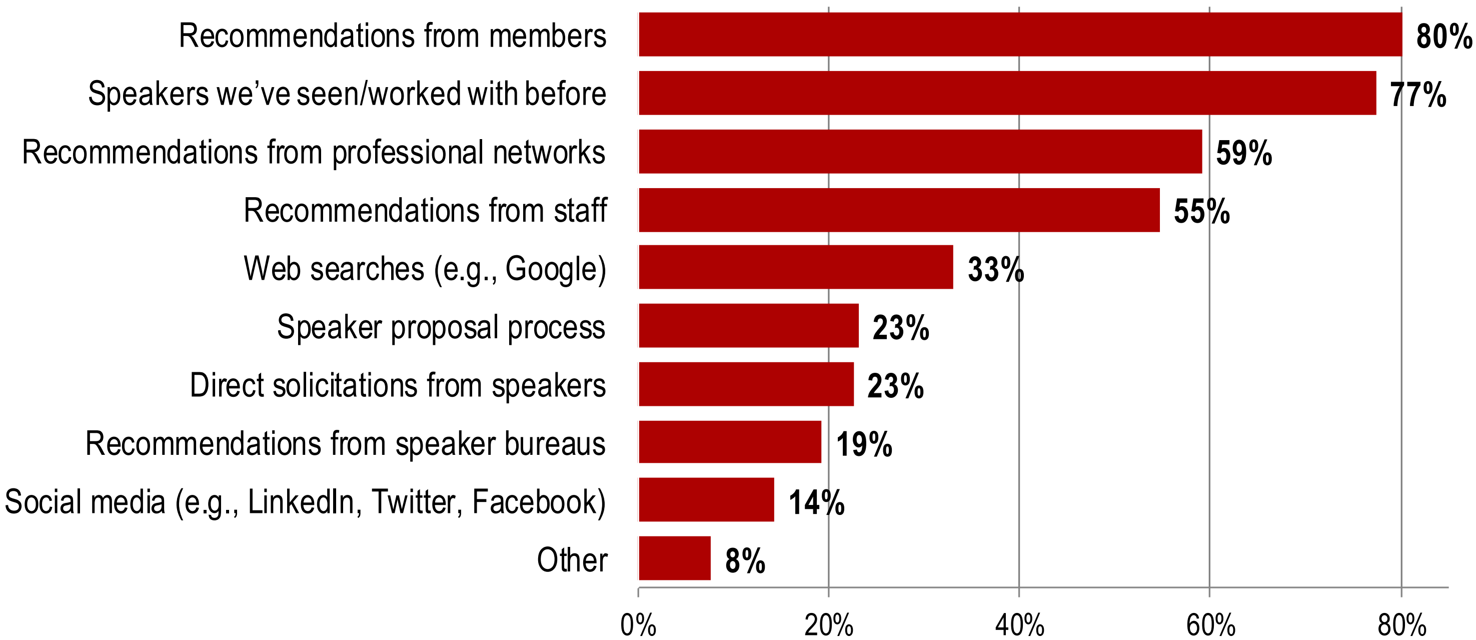


	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Always	0%	0%	0%	0%	0%	17%	0%	0%	0%	0%	0%	0%	0%
Frequently	17%	12%	13%	22%	9%	0%	11%	11%	5%	0%	0%	8%	0%
Sometimes	25%	46%	38%	44%	45%	17%	44%	48%	50%	50%	47%	54%	43%
Never	58%	42%	50%	33%	45%	67%	44%	41%	45%	50%	53%	38%	57%

Primary Methods Organization Used to Identify Professional Speakers

Respondents indicate that they generally use recommendations from members (80%) or use speakers they have seen or worked with before (77%).

- Less-common methods include using recommendations from professional networks (59%) or from staff (55%).
- Web searches (33%), speaker proposal processes or direct solicitations from speakers (23% each) are used less frequently.
- Recommendations from speaker bureaus (19%) and social media (14%) are used by a few organizations.



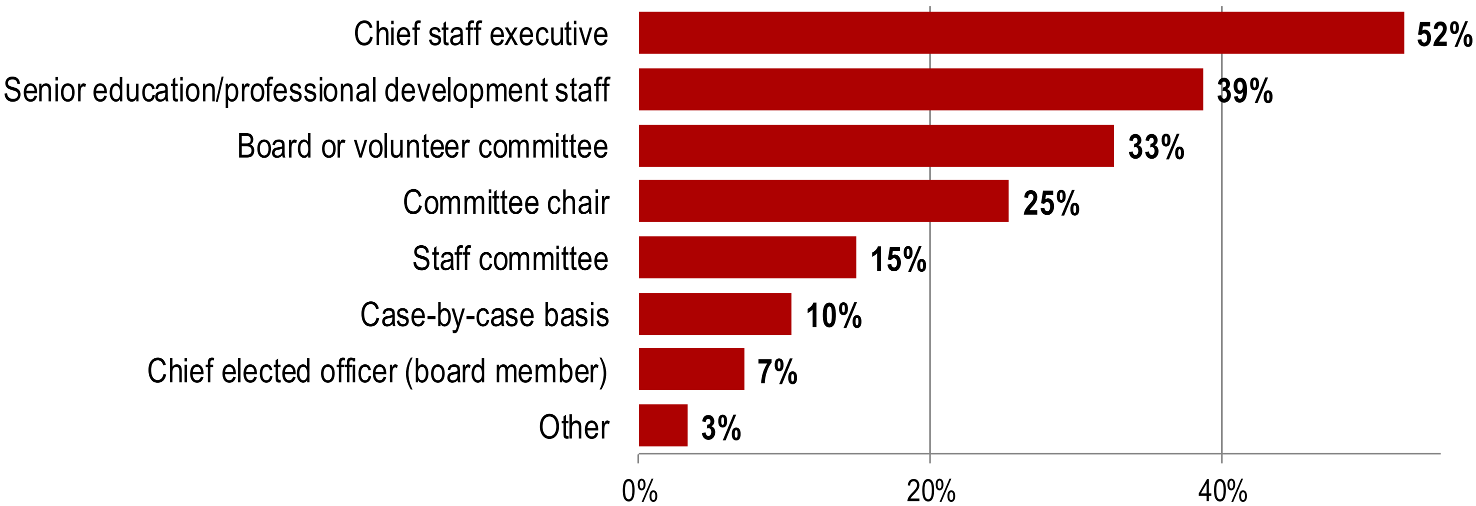
- By state, organizations in South Carolina are most likely to use speakers they have seen or worked with before, while Kansas associations are more likely to rely on recommendations from member, staff, and professional networks. Colorado and Wisconsin organizations are also more likely to use speakers they have worked with and member recommendations.
- South Carolina and Florida associations are the most likely to use a speaker proposal process, while Kansas, Michigan, Florida, and the general national segment are most likely to use direct solicitations.

	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Speakers seen/worked with	92%	73%	63%	78%	82%	83%	78%	83%	80%	100%	73%	85%	29%
Member recommendations	83%	73%	81%	78%	91%	100%	67%	76%	85%	88%	80%	85%	71%
Recommendations from professional networks	83%	58%	44%	56%	64%	83%	56%	62%	45%	63%	53%	77%	43%
Recommendations from staff	58%	65%	56%	33%	55%	83%	44%	52%	40%	63%	33%	85%	57%
Bureau recommendations	33%	19%	31%	22%	9%	17%	11%	31%	15%	0%	0%	31%	0%
Web searches	33%	50%	19%	11%	18%	50%	56%	38%	35%	0%	7%	46%	57%
Speaker proposal process	25%	35%	6%	11%	27%	33%	22%	14%	25%	38%	20%	31%	29%
Direct solicitations	25%	27%	13%	22%	27%	33%	11%	28%	20%	50%	7%	15%	29%
Social media	17%	23%	19%	0%	27%	17%	0%	17%	10%	0%	0%	15%	29%
Other	8%	8%	13%	0%	0%	0%	11%	3%	10%	13%	7%	15%	14%

Led Process for Selecting Which Professional Speakers to Hire

The chief staff executive is most commonly leader of the process used to select which professional speakers to hire; 52% of respondents indicate they are a leader.

- 39% indicate that senior education/professional development staff, 33% indicate a Board or volunteer committee, and 25% indicate that a committee chair leads the process.
- Fewer indicate that a staff committee (15%), the chief elected officer (7%), or a case-by-case basis (10%) leads.



By state, Illinois organizations are most likely to have the professional speaker selection process led by the chief staff executive, while organizations in the general national sample is least likely.

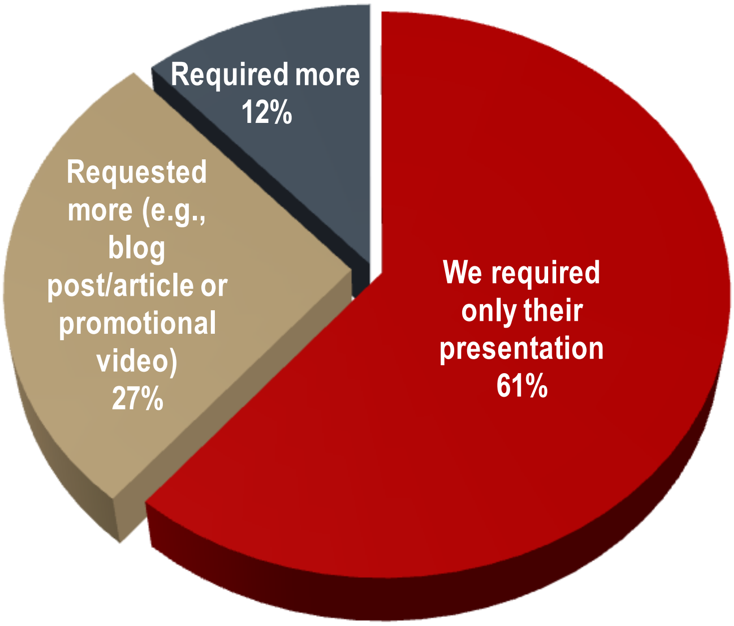
- Kansas and Wisconsin organizations are most likely to have senior education/professional development staff lead the selection process, while Colorado associations are the least likely.
- South Carolina organizations are most likely to have a board or volunteer committee lead the selection process, and Illinois and Kansas organizations say they never do.
- There is less variance in terms of who uses the committee chair to lead the selection process, with New York, Colorado and the general national sample most likely and Illinois and Wisconsin organizations are least likely.
- Staff committees are most likely to lead the process in Florida, Indiana, and South Carolina organizations and least likely to be used to lead in Illinois and Kansas organizations.
- Colorado and Washington organizations are most likely to handle speaker selection on a case-by-case basis.
- Florida and Georgia organizations are most likely to have a chief elected officer lead selection.

	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Chief staff executive	67%	69%	56%	78%	45%	50%	56%	45%	50%	50%	40%	38%	29%
Senior education/PD staff	8%	35%	31%	33%	36%	83%	33%	38%	45%	25%	27%	77%	57%
Board or volunteer committee	42%	46%	13%	0%	9%	0%	33%	34%	35%	75%	27%	54%	29%
Committee chair	33%	31%	25%	11%	18%	17%	22%	24%	35%	25%	27%	15%	29%
Staff committee	17%	27%	13%	0%	27%	0%	11%	14%	10%	25%	13%	8%	14%
Case-by-case basis	25%	15%	6%	0%	9%	0%	11%	7%	10%	0%	20%	15%	0%
Chief elected officer	8%	19%	19%	0%	0%	0%	0%	7%	0%	13%	7%	0%	0%
Other	0%	8%	0%	0%	0%	17%	0%	7%	0%	0%	0%	0%	14%

What Organization Requested/Required of Professional Speakers

The majority of respondents (61%) require only a presentation from their professional speakers.

- Another 27% requested more, and 12% required more than the presentation, such as a blog post, article, or promotional video.
- By state, South Carolina and New York organizations are most likely to require only the presentation, while organizations in Illinois, Colorado, and the general national sample are least likely.
- Organizations in Colorado, Illinois, Michigan, and Georgia are most likely to require more.
- Organizations in Wisconsin, Indiana, and the general national sample are the most likely to request but not require more.

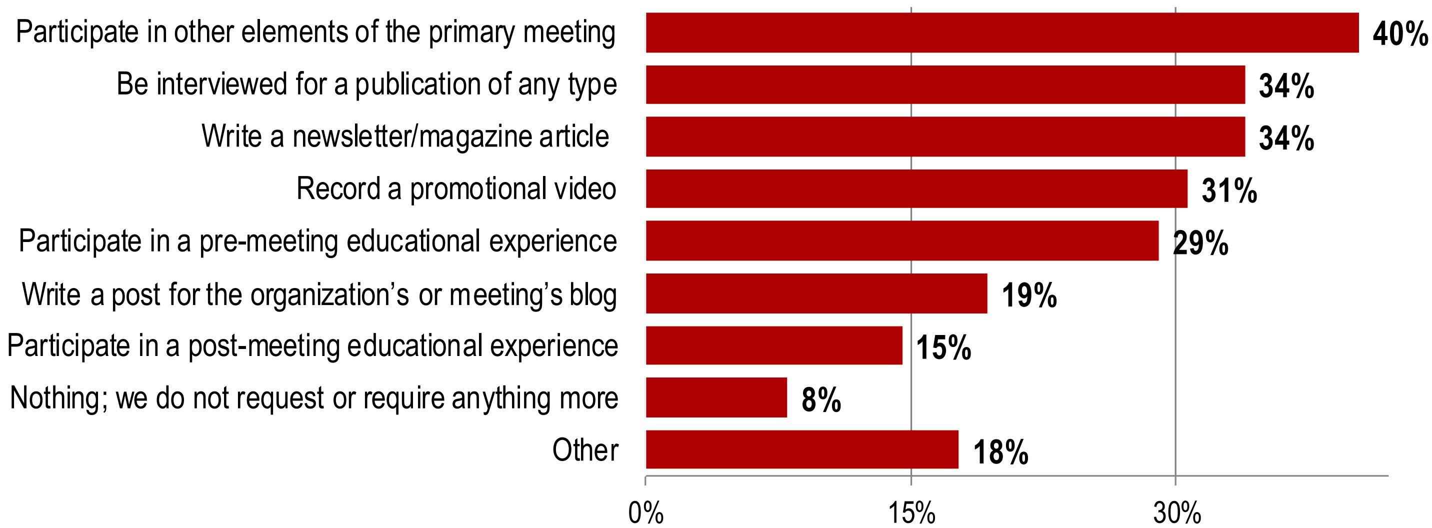


	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Required only their presentation	42%	58%	67%	44%	64%	67%	67%	59%	80%	88%	60%	54%	43%
Requested more	33%	31%	13%	33%	36%	33%	33%	21%	15%	13%	33%	38%	43%
Required more	25%	12%	20%	22%	0%	0%	0%	21%	5%	0%	7%	8%	14%

What Organization Requested/Required of Professional Speakers

Respondents indicate requesting/requiring an average of 2.2 other things of professional speakers if they did not indicate that they require only a presentation from them. (The previous question may have understated the proportion who ask for only a presentation, as 8% of people did not check that box but indicated here that they don't request/require anything more.)

- The most common requests/requirements are participating in other elements of the primary meeting (40%), being interviewed for a publication (34%), writing a newsletter/magazine article (34%), recording a promotional video (31%), or participating in a pre-meeting educational experience (29%).
- Other requests/requirements include participating in a post-meeting educational experience (15%), writing a post for the organization or meeting blog (19%), or some other activity (18%).



Results by state may be less reliable because they are based on 40% of the total responses.

- South Carolina and New York organizations are most likely to request/require participation in other elements of the primary meeting.
- Organizations in Indiana are most likely to request/require a publication interview; South Carolina organizations are also most likely to request/require a promotional video, participation in pre- or post-meeting educational experiences. Indiana organizations are also likely to require/request participation in a pre-meeting educational experience.

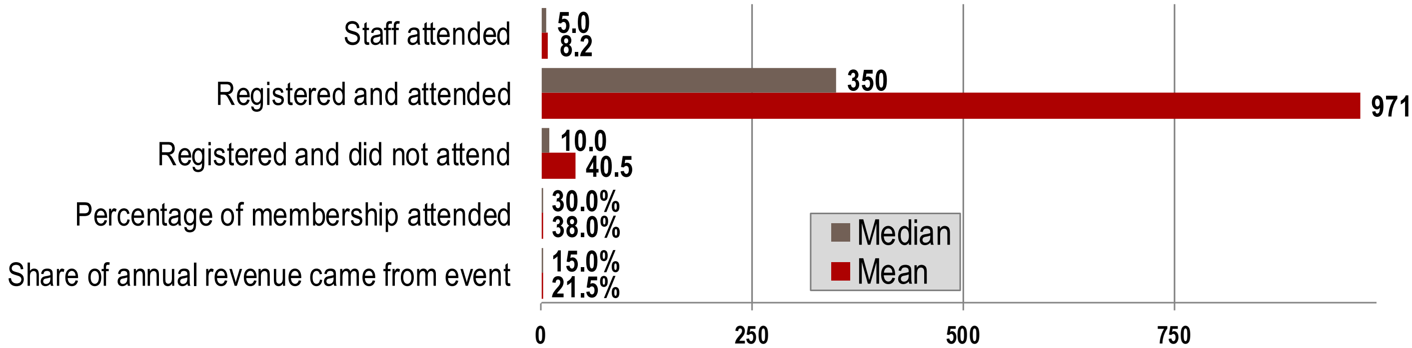
	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Other elements of meeting	20%	40%	25%	25%	25%	50%	33%	64%	75%	100%	40%	17%	33%
Be interviewed for publication	40%	40%	25%	25%	75%	0%	0%	55%	25%	0%	20%	17%	33%
Write news/magazine article	20%	40%	50%	25%	75%	0%	67%	36%	0%	0%	20%	50%	0%
Record a promotional video	40%	20%	25%	50%	25%	50%	0%	64%	0%	100%	0%	33%	0%
Pre-meeting ed experience	60%	30%	50%	0%	100%	50%	0%	9%	25%	100%	20%	17%	0%
Write post for blog	40%	20%	0%	25%	50%	0%	0%	18%	0%	100%	40%	0%	0%
Post-meeting ed experience	40%	30%	0%	25%	25%	0%	0%	9%	0%	0%	0%	0%	33%
Nothing	0%	20%	0%	0%	0%	0%	0%	0%	0%	0%	20%	0%	67%
Other	20%	10%	0%	25%	25%	0%	0%	18%	50%	0%	0%	50%	0%

D. Major Meeting

2017 Major Meeting: Registration, Revenue

Respondents report a mean attendance of 971 and a median (midpoint) of 350.

- This was a mean of 38% and a median of 30% of total current membership attending the event.
- The event accounted for a mean of 21.5% and a median of 15% of the organization's annual revenue.
- A mean of 40.5 and a median of 10 individuals registered and did not attend, and a mean of 8.2 and a median of 5 staff attended.



By state, the largest major meetings are reported by Wisconsin and the general national sample (using the median) and Colorado (using the mean).

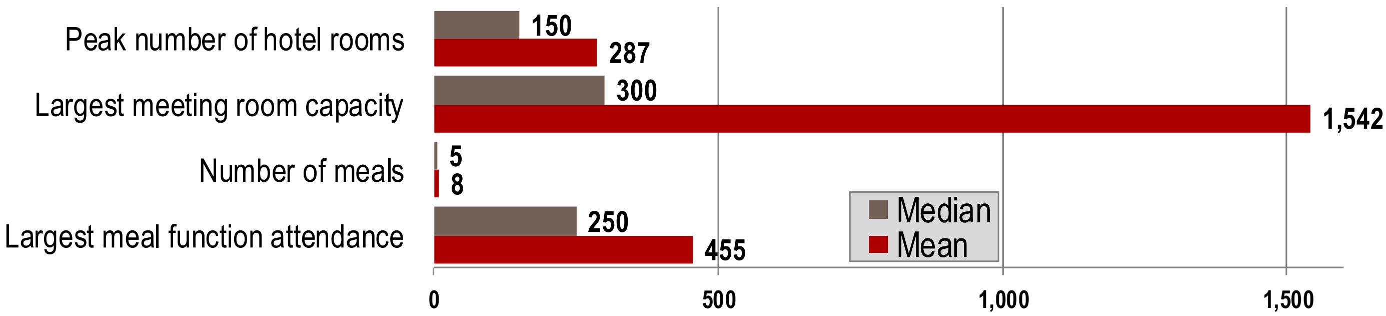
- Organizations with the highest proportion of current members attending are Michigan and Florida, while the lowest proportions are reported by the general national sample, Kentucky, and Kansas.
- Colorado, Florida, Georgia, and Michigan organizations have budgets with the highest proportion of revenue from their annual meeting, while South Carolina, Indiana, Kansas, Kentucky, and Washington organizations have the least reliance on annual meeting revenue.

Registration & Revenue: Mean	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
How many staff attended	8.0	6.5	7.6	7.3	11.8	10.1	4.7	7.9	6.3	5.3	6.2	15.8	23.8
Registered and attended	6,237	572	703	620	594	299	282	781	773	423	292	1,610	1,098
Registered and did not attend	91.0	10.7	23.9	15.1	37.3	57.3	29.3	25.7	73.4	59.9	37.9	110	47.8
% of membership attended	28.5	45.3	41.5	27.9	35.7	30.0	20.9	51.6	41.9	37.2	29.2	33.5	18.8
% of annual revenue came from the event	36.0	25.2	27.7	24.5	13.2	14.7	10.8	23.4	20.7	7.6	11.4	20.8	23.8
Medians													
How many staff attended	4.0	5.0	5.0	4.0	4.0	9.0	2.5	4.5	3.0	3.0	3.0	8.5	17.5
Registered and attended	350	250	403	265	455	148	168	363	285	365	150	875	650
Registered and did not attend	10.0	7.0	12.5	12.0	10.5	2.0	5.5	10.0	12.0	9.0	5.0	28.5	15.0
% of membership attended	27.5	45.0	37.0	25.0	25.0	15.0	18.0	50.0	27.5	25.0	21.0	30.0	15.0
% of annual revenue came from the event	25.0	20.5	20.0	10.0	10.0	6.0	5.0	20.0	11.0	3.0	5.5	16.0	6.5

2017 Major Meeting: Hotel, Logistics

The major meeting held by organizations has a mean largest meeting room capacity of 1,542 and a median of 300.

- The peak number of hotel rooms is a mean of 287 and a median of 150.
- The largest meal function attendance is a mean of 455 and a median of 250.
- The average number of meals at the major meeting is a mean of 8.0.



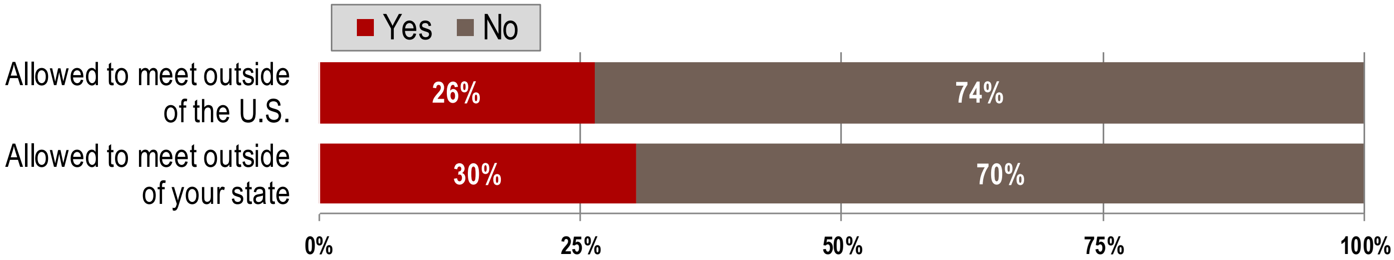
- By state, the highest median peak number of hotel rooms is reported by organizations in Wisconsin and the general national sample, while the fewest are reported by organizations in Washington, Kansas, Illinois, and Kentucky.
- The largest median meeting room capacity is reported by the general national sample, Colorado, and Wisconsin organizations, while the smallest is reported by Kansas and Washington organizations.
- Largest median meal attendance is reported by organizations in Indiana, Georgia, and the general national sample.

Timing, Hotel & Logistics: Mean	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Peak number of hotel rooms	413	305	279	146	235	90	122	264	378	136	113	808	551
Largest meeting room capacity	3,452	1,605	905	342	12,280	203	238	609	513	380	307	2,523	1,092
Number of meals	8.9	5.1	6.4	8.8	7.3	13.1	5.6	9.1	10.3	6.0	5.9	13.3	10.0
Largest meal attendance	2,860	255	429	310	434	216	219	354	304	274	239	713	455
Medians													
Peak number of hotel rooms	183	158	160	60	100	58	70	130	175	150	40	300	293
Largest meeting room capacity	500	250	300	300	400	125	200	400	300	350	180	500	675
Number of meals	4.5	4.0	4.0	4.0	4.0	6.0	4.0	5.0	5.0	4.0	4.0	9.0	8.0
Largest meal attendance	288	204	325	180	420	155	183	263	236	250	150	225	325

Meeting Location Restrictions

Most respondents face restrictions on where they can meet.

- Organizations that were national or international in scope were asked if they were prevented from holding their meeting outside the United States; 26% were allowed to and 74% were not.
- Organizations that were local, state, or regional in scope were asked if they were allowed to meet outside of their state; 30% were and 70% were not.



- By state, organizations in Indiana and Kentucky are most likely to be allowed to meet outside their state, while those in Kansas, Wisconsin, Michigan Washington, and Florida are least likely to be allowed to.
- Organizations in the general national sample, Wisconsin and Kentucky are most likely to be allowed to meet outside the U.S.

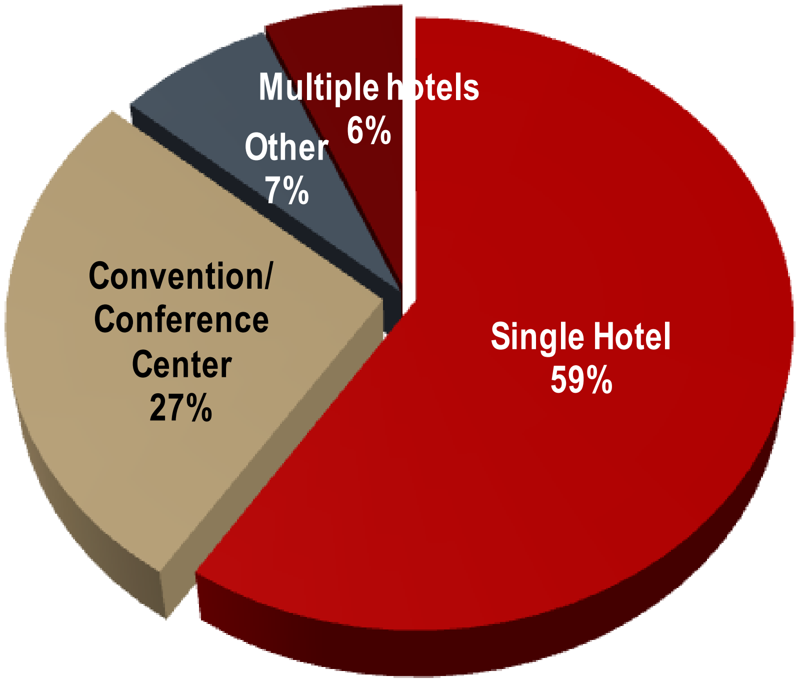
Can meet outside state	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Yes	33%	18%	50%	50%	71%	11%	75%	13%	22%	45%	15%	11%	N/A
No	67%	82%	50%	50%	29%	89%	25%	87%	78%	55%	85%	89%	N/A
Can meet outside of the U.S.													
Yes	36%	20%	28%	29%	33%	11%	43%	16%	16%	36%	19%	43%	56%
No	64%	80%	72%	71%	67%	89%	57%	84%	84%	64%	81%	57%	44%

Facility Type Used/Will Be Used for Convention/Conference

Respondents generally indicate that they use or will use a single hotel for their convention/conference (59%).

- Fewer indicate a convention/conference center (27%), while 6% use multiple hotels and 7% report another facility type (often a mix of hotels and a convention/conference center).

- By state, organizations in Indiana, Washington, Kentucky, and Florida are most likely to use a single hotel.
- Organizations in Wisconsin, Michigan, Illinois, Georgia, and the general national sample are most likely to use convention or conference centers.
- Organizations in Colorado are most likely to use multiple hotels.

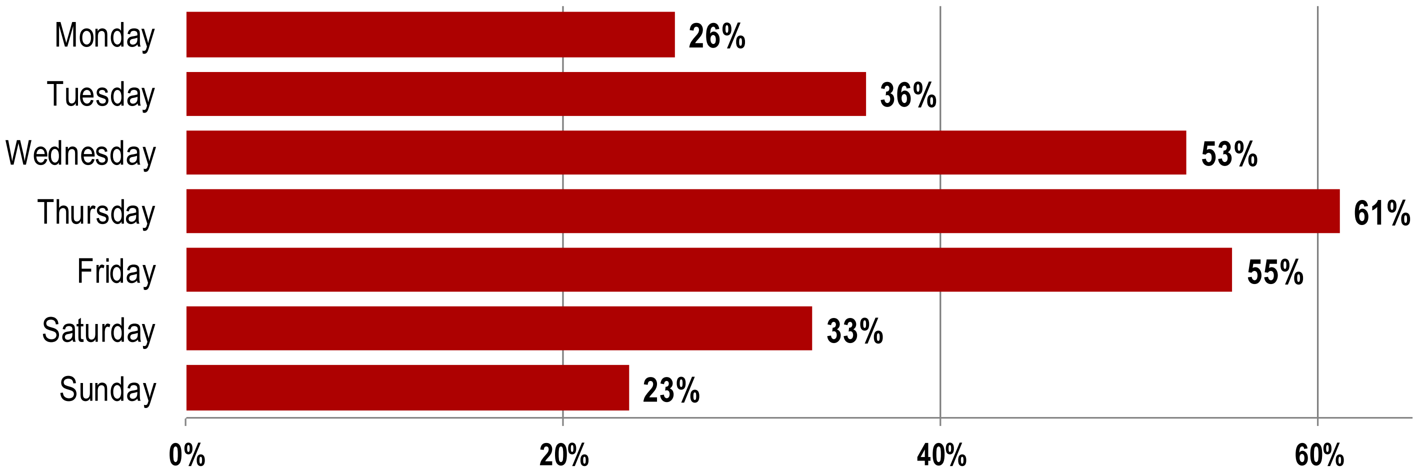


	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Single Hotel	43%	71%	52%	44%	85%	67%	71%	44%	60%	67%	74%	36%	63%
Convention/Conference Center	29%	14%	36%	39%	8%	33%	0%	39%	28%	25%	16%	50%	38%
Multiple hotels	21%	2%	4%	6%	0%	0%	7%	11%	8%	8%	0%	14%	0%
Other	7%	12%	8%	11%	8%	0%	21%	3%	4%	0%	11%	0%	0%

Number of Days and Days Held

The major meeting is held for a mean and median of 2.9 days with a most typical Wednesday through Friday schedule.

- Thursday is the most common day the meeting is held, reported by 61%, followed by Friday (55%) and Wednesday (53%).
- Tuesday (36%), Saturday (33%), Monday (26%), and Sunday (23%).



By state, the shortest average major meetings are reported by Indiana and Washington and the longest are reported by the general national sample, although the variances in average by state are relatively small, between 2.6 and 3.1 days per state.

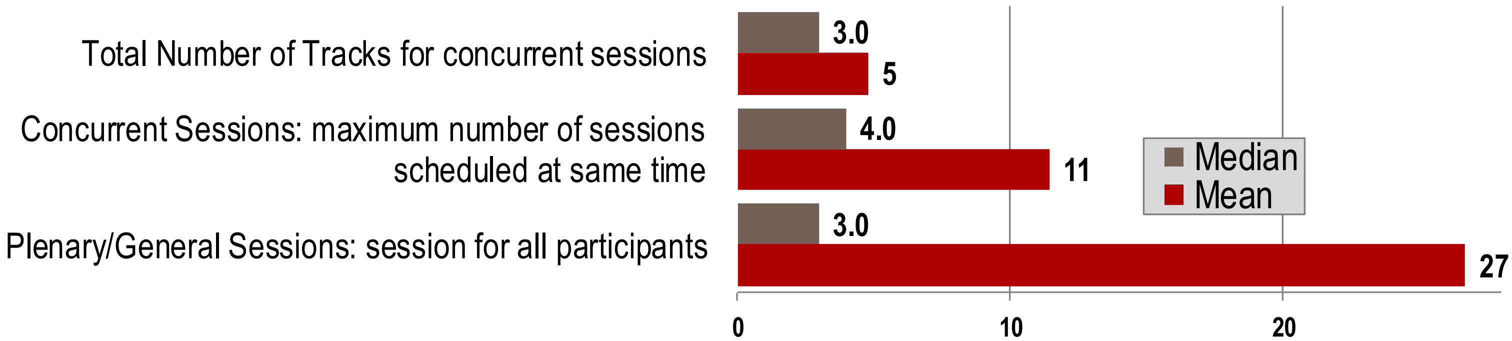
- Colorado organizations are most likely to have their major meeting on Friday, while Kentucky and Indiana are most likely to have their meeting on Thursday.
- Wisconsin and Michigan organizations are most likely to have their major meeting on Wednesday; Wisconsin and New York organizations are most likely to have their major meeting on Tuesday; and the general national sample, Wisconsin, and Georgia organizations are most likely to have their major meeting on Monday.
- Organizations in South Carolina, Colorado are most likely to have their major meeting on Saturday; those in the general national sample are most likely to have their major meeting over the weekend in general.

	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Monday	8%	26%	36%	22%	15%	22%	21%	11%	40%	31%	28%	36%	50%
Tuesday	15%	31%	36%	33%	15%	33%	43%	34%	52%	31%	33%	64%	50%
Wednesday	54%	43%	60%	61%	46%	44%	57%	71%	52%	15%	39%	79%	50%
Thursday	69%	64%	60%	56%	77%	67%	79%	69%	44%	54%	44%	43%	88%
Friday	92%	60%	48%	50%	54%	56%	57%	57%	44%	69%	50%	36%	63%
Saturday	54%	40%	24%	33%	31%	44%	21%	23%	28%	62%	28%	14%	63%
Sunday	23%	24%	40%	11%	15%	11%	7%	11%	32%	38%	22%	29%	50%
Mean	3.1	3.0	3.0	2.7	2.6	2.8	2.8	2.8	2.8	2.9	2.6	2.8	4.1
Median	3.0	3.0	3.0	2.8	2.5	2.9	2.9	2.8	2.9	3.0	2.8	2.8	4.2

Total Number of Sessions Offered

The average number of total concurrent tracks was a mean of 4.1 and a median of 3.0.

- The average maximum concurrent sessions was a mean of 11.4 and a median of 4.0.
- The average number of plenary/general sessions was a mean of 26.7 and a median of 3.0 sessions. (We suspect that some respondents misinterpreted the intention of these questions, but the median serves as a reasonable measure for common practices.)



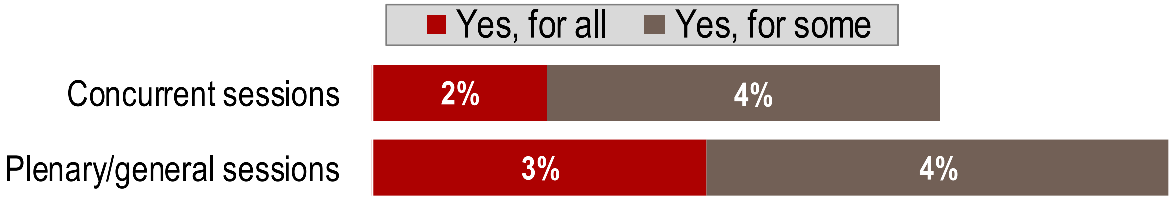
By state, organizations in Georgia, Colorado, South Carolina, and Wisconsin report the highest median average number of concurrent session tracks; organizations in Kentucky and Illinois report the fewest.

- Organizations in Colorado and Wisconsin report the highest median number of concurrent sessions; while organizations in Kentucky report the lowest median.
- Organizations in South Carolina report the highest number of plenary/general sessions, while organizations in Illinois and Kansas report the lowest median.

Mean	**CO**	**FL**	**GA**	**IL**	**IN**	**KS**	**KY**	**MI**	**NY**	**SC**	**WA**	**WI**	**Gen**
Total concurrent session tracks	4.1	7.6	5.0	3.1	4.3	2.8	2.3	3.4	4.6	4.3	4.9	5.9	4.6
Maximum concurrent sessions	24.0	7.5	10.2	3.7	6.5	7.1	19.3	6.7	8.6	19.5	5.9	21.4	40.6
Plenary/general sessions	35.2	40.3	6.0	8.4	12.9	7.2	17.8	18.9	26.7	23.7	7.7	125	4.3
Median													
Total concurrent session tracks	4.5	2.5	5.0	1.0	3.5	3.0	1.0	2.0	2.5	4.0	3.0	4.0	4.0
Maximum concurrent sessions	12.5	3.0	4.0	3.0	3.0	5.0	2.0	4.0	6.0	4.0	3.0	7.5	9.5
Plenary/general sessions	3.5	3.5	4.5	2.0	2.5	2.0	3.0	3.0	4.0	5.0	3.0	2.5	3.0

Provide Live Video Streaming of Content

Very few organizations provide live video streaming of their major meeting's content—3% for all plenary/general sessions and 2% for all concurrent sessions, and another 4% each provide live video streaming for some.



- By state, Colorado organizations are most likely to make their sessions available via live video streaming, and no organizations in Georgia, Illinois, Kentucky, and the general national sample make their sessions available via live video streaming.
- Organizations in Florida and Washington are relatively unlikely to provide video streaming for plenary/general sessions and none offer it for concurrent sessions.

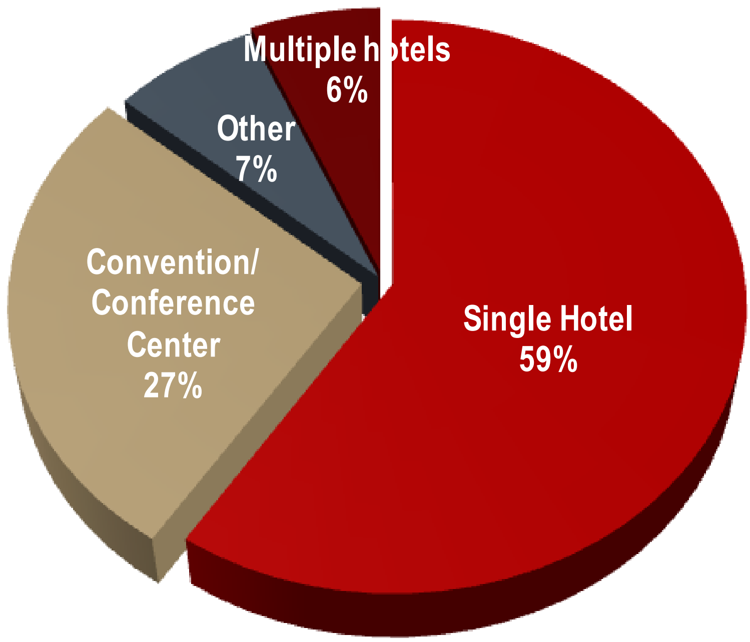
Plenary/general	**CO**	**FL**	**GA**	**IL**	**IN**	**KS**	**KY**	**MI**	**NY**	**SC**	**WA**	**WI**	**Gen**
Yes, for all	27%	0%	0%	0%	8%	11%	0%	3%	4%	7%	0%	0%	0%
Yes, for some	0%	7%	0%	0%	8%	0%	0%	6%	4%	7%	6%	14%	0%
No	73%	93%	100%	100%	85%	89%	100%	92%	92%	86%	94%	86%	100%
Concurrent sessions													
Yes, for all	18%	0%	0%	0%	0%	11%	0%	0%	4%	0%	0%	0%	0%
Yes, for some	18%	0%	0%	0%	8%	0%	0%	3%	8%	14%	0%	7%	0%
No	64%	100%	100%	100%	92%	89%	100%	97%	88%	86%	100%	93%	100%

Type of Facility Used/Will be Used for Convention/Conference

Organizations report that a single hotel (59%) is the most common type of facility used for their conference or convention.

A convention/conference center is used by 27%, while 6% use multiple hotels and 7% other facilities.

- By state, Indiana Washington, and Florida organizations are most likely to use a single hotel. Wisconsin, Michigan, Illinois, Georgia, and general national sample organizations are most likely to use a Convention/Conference Center.
- Colorado organizations are most likely to use multiple hotels.

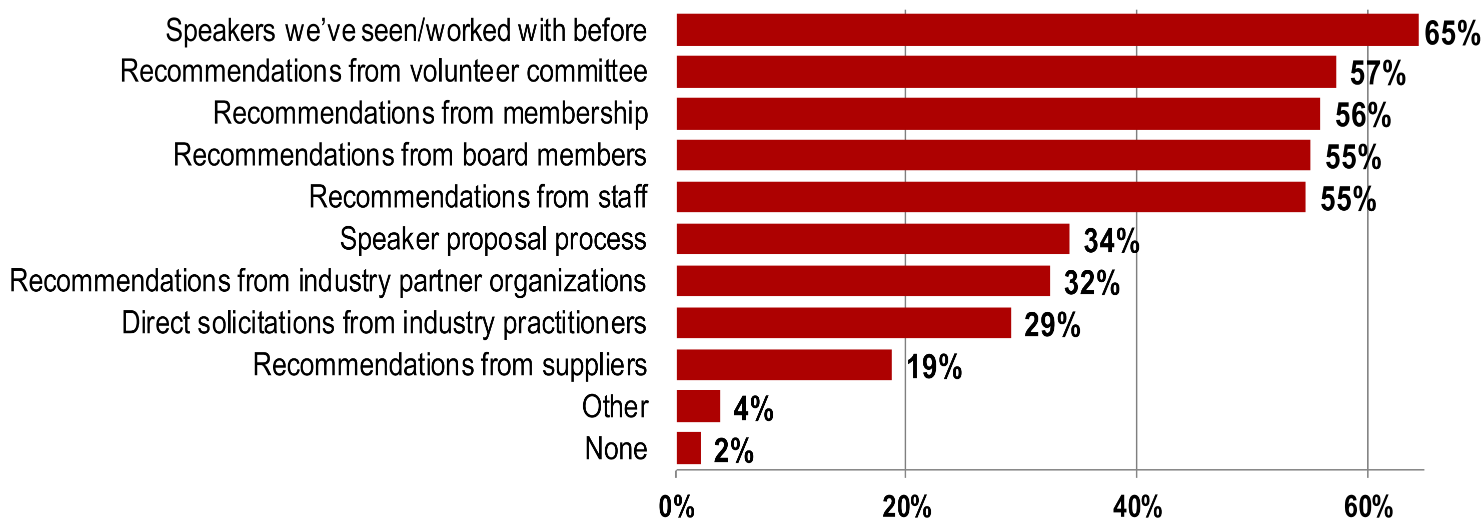


	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Single Hotel	43%	71%	52%	44%	85%	67%	71%	44%	60%	67%	74%	36%	63%
Convention/Conference Center	29%	14%	36%	39%	8%	33%	0%	39%	28%	25%	16%	50%	38%
Multiple hotels	21%	2%	4%	6%	0%	0%	7%	11%	8%	8%	0%	14%	0%
Other	7%	12%	8%	11%	8%	0%	21%	3%	4%	0%	11%	0%	0%

Methods Used to Identify Industry Speakers

Respondents indicated less of a reliance on member recommendations to identify industry speakers than they use for professional speakers.

- They generally use speakers they have seen or worked with before (65%), or who are recommended from volunteer communities (57%), membership (56%), Board members or staff (55% each).
- Far fewer use a speaker proposal process (34%), recommendations from industry partner organizations (32%), direct solicitations from industry practitioners (29%), and recommendations from suppliers (19%).



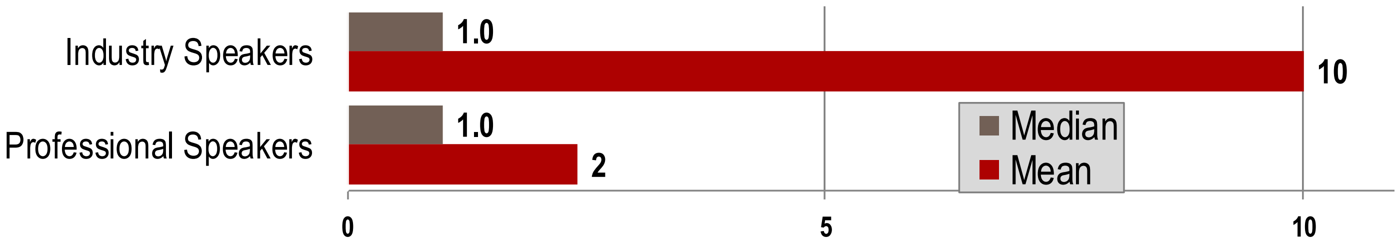
By state, South Carolina organizations are most likely to identify industry speakers among speakers they have seen or worked with before.

- Colorado and Wisconsin organizations are most likely to use recommendations from a volunteer committee.
- Wisconsin and Colorado organizations are most likely to use recommendations from membership.
- Colorado, Illinois, and Kansas organizations are most likely to use recommendations from Board members.
- Organizations in Colorado are far more likely to use staff recommendations. The general national sample is most likely to use a speaker proposal process and direct solicitations from industry practitioners.
- Kansas organizations are most likely to use recommendations from industry partner organizations.
- South Carolina, Indiana, and Colorado organizations were most likely to use recommendations from suppliers.

	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Speakers we've seen/worked with before	60%	62%	48%	69%	67%	89%	71%	61%	78%	100%	50%	50%	57%
Volunteer committee	90%	62%	70%	44%	33%	56%	57%	61%	39%	54%	44%	79%	57%
Member recommendations	70%	55%	52%	63%	58%	56%	64%	48%	57%	62%	44%	71%	43%
Board members	70%	57%	57%	69%	58%	67%	29%	45%	61%	62%	44%	57%	57%
Recommendations from staff	90%	55%	43%	44%	67%	67%	50%	52%	43%	46%	67%	64%	57%
Speaker proposal process	40%	43%	43%	6%	8%	22%	14%	45%	43%	31%	17%	43%	57%
Industry partner organizations	40%	31%	22%	38%	25%	78%	57%	30%	26%	23%	22%	36%	29%
Direct solicitations from industry practitioners	30%	38%	26%	25%	42%	22%	36%	18%	30%	23%	28%	21%	43%
Suppliers recommendations	30%	19%	26%	25%	33%	11%	21%	12%	0%	38%	11%	21%	14%
Other	0%	0%	9%	0%	17%	11%	14%	6%	0%	0%	0%	0%	0%
None	0%	7%	4%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%

Number of Speakers

A mean of ten and a median of one industry speaker, and a mean of two and median of one professional speaker was hired last year by responding organizations.



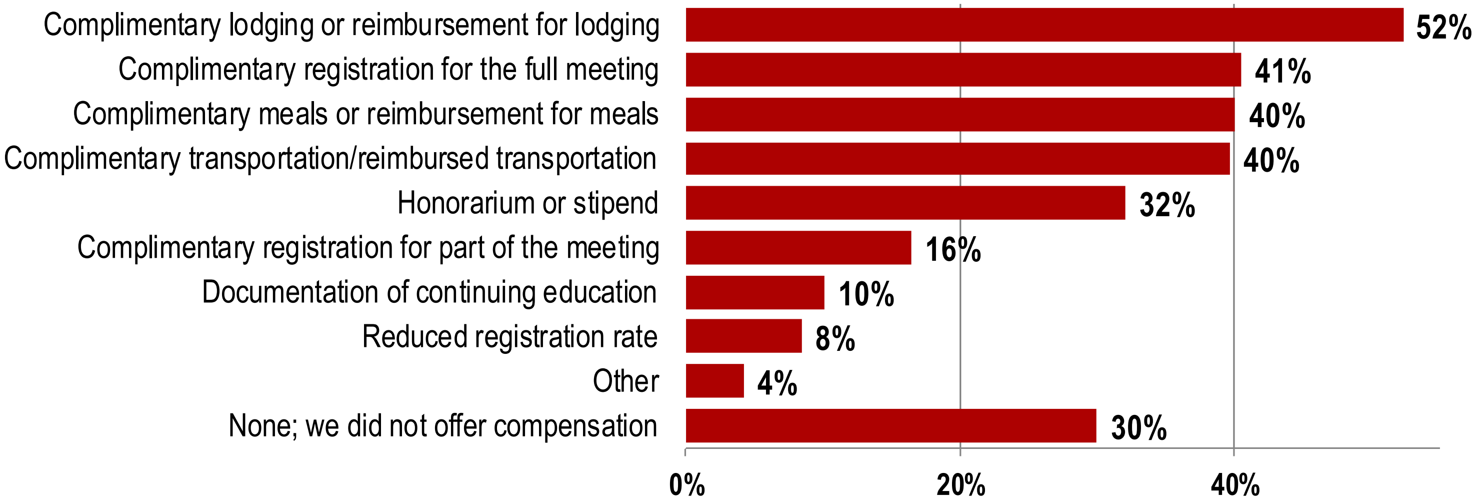
By state, Kansas, Colorado and Wisconsin organizations report the highest median number of industry speakers and Wisconsin and Colorado organizations report the highest median number of professional speakers.

Industry speakers	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Mean	2.0	0.8	0.7	0.4	0.8	2.7	0.8	0.9	1.1	0.8	0.7	2.1	1.6
Median	28.0	10.0	11.0	4.0	2.5	9.5	4.0	14.0	10.0	15.0	6.0	21.0	30.0
Professional speakers													
Mean	8.4	2.7	1.7	0.8	1.3	2.1	1.8	2.9	2.4	1.1	2.8	2.5	1.4
Median	1.5	1.0	1.0	0.0	1.0	1.0	0.5	1.0	1.0	0.5	1.0	2.0	1.0

Standard Compensation Package Provided to Industry Speakers

Most (70%) offered some compensation to their industry speakers.

- Complimentary lodging or reimbursement for lodging (52%) was most common, while complimentary registration for the full meeting, meals or reimbursement for meals, and transportation/reimbursement for transportation were indicated by 40%-41% each.
- Honoraria or stipends were given by 32%, a comped registration by 16%, and reduced registration (8%) or documented CE (10%) were rarely offered.



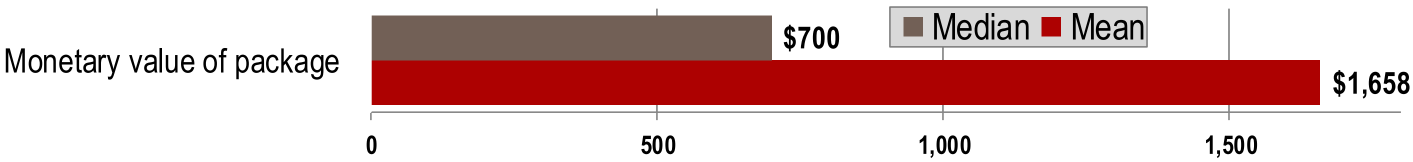
By state, organizations in Florida and South Carolina are least likely and organizations in New York, Kentucky, and Indiana are more likely to offer industry speakers compensation.

- Organizations in the general national sample, South Carolina, and Indiana are most likely to offer complimentary or reimbursed lodging.
- Organizations in Colorado and Wisconsin are most likely to report giving complimentary registrations.
- Organizations in Kansas and Washington are most likely to offer complimentary meals.
- Organizations in Washington are most likely to offer complimentary transportation.
- Organizations in South Carolina and Kansas are most likely to offer honorarium or stipends and South Carolina organizations are most likely to get complimentary registration while those in the general national sample are most likely to offer a reduced registration rate.

	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Complimentary lodging	45%	45%	46%	44%	67%	56%	50%	56%	57%	69%	56%	43%	71%
Complimentary registration	64%	31%	29%	44%	50%	33%	36%	26%	52%	46%	44%	57%	71%
Complimentary meals	45%	36%	33%	31%	42%	56%	36%	47%	43%	46%	50%	43%	0%
Complimentary transportation	36%	38%	38%	25%	33%	44%	36%	41%	43%	46%	56%	43%	29%
Honorarium or stipend	18%	24%	25%	44%	17%	56%	21%	38%	39%	54%	39%	29%	14%
Complimentary registration	9%	21%	8%	13%	8%	11%	29%	21%	17%	31%	11%	7%	14%
Documentation of CE	18%	7%	8%	13%	8%	11%	14%	6%	13%	15%	17%	7%	0%
Reduced registration rate	18%	10%	8%	0%	0%	0%	0%	6%	17%	23%	0%	0%	43%
Other	0%	2%	8%	6%	8%	0%	0%	9%	0%	0%	6%	7%	0%
None	36%	38%	29%	25%	17%	22%	14%	35%	13%	38%	33%	29%	29%

The estimated value of the package is a mean of $1,658 and a median of $700.

- By state, organizations in Illinois, Michigan, and Washington offer the lowest-valued median packages, and organizations in Wisconsin and Indiana offer the highest-valued median packages.
- The mean package is highest for Illinois and Colorado while the smallest median package is reported by Georgia and Washington organizations.

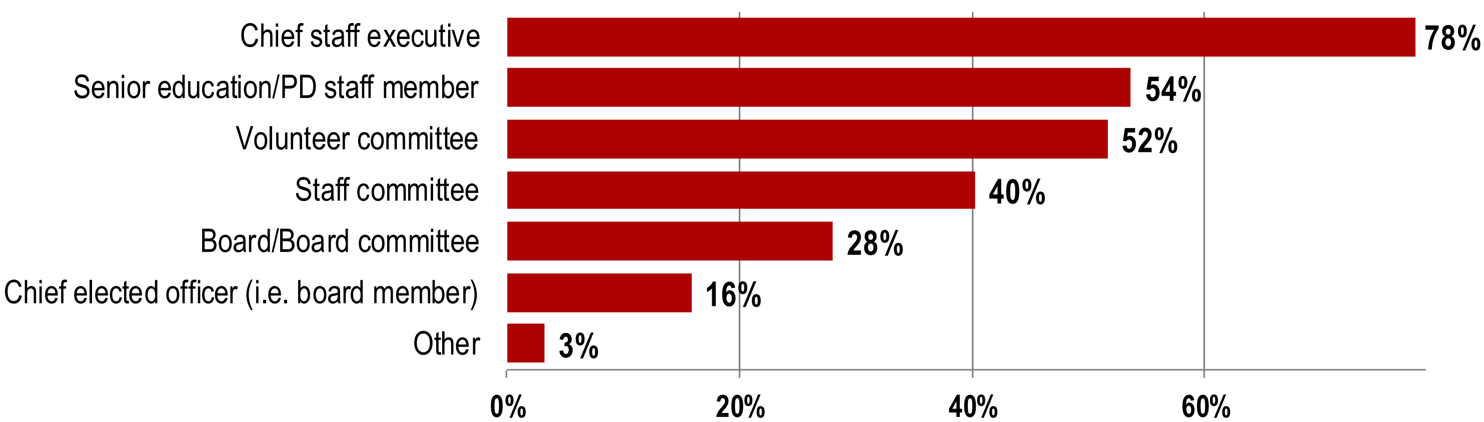


	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Mean	3,704	1,969	779	3,333	2,503	1,875	5,423	1,138	1,053	1,357	892	1,314	972
Median	500	425	580		1,000	500	500	250	800	625	300	1,000	500

Involved in Planning the Meeting

Generally the chief staff executive (78%) is most likely to be involved in planning the meeting.

- A senior education/professional development staff member(54%), volunteer committee (52%) or staff committee may be involved (40%).
- The Board or a Board committee (28%), or chief elected officer (16%) is more rare.



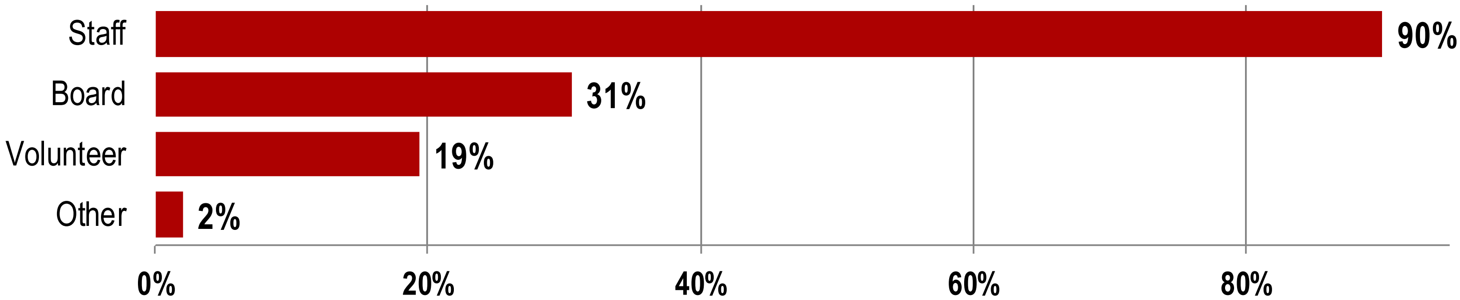
By state, organizations in Kansas, Florida, South Carolina, and New York are most likely to have the chief staff executive involved in planning the meeting.

- Organizations in Wisconsin and South Carolina are most likely to have a senior education or professional development staff member involved.
- Organizations in Colorado and Wisconsin are most likely to have a volunteer committee involved.
- Organizations in Colorado, Illinois, Kansas and Wisconsin are most likely to have a staff committee involved.
- Organizations in Florida, Wisconsin, and New York are most likely to have a Board/committee involved.
- Organizations in Georgia are most likely to involve their chief elected officer.

	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Chief staff executive	85%	93%	72%	76%	62%	100%	73%	64%	91%	92%	68%	57%	86%
Senior education/PD staff	54%	47%	44%	47%	54%	63%	47%	44%	70%	69%	47%	79%	86%
Volunteer committee	69%	49%	52%	41%	38%	38%	60%	53%	48%	62%	26%	79%	86%
Staff committee	54%	30%	40%	53%	38%	50%	33%	44%	35%	38%	37%	50%	43%
Board/Board committee	38%	42%	32%	18%	8%	25%	13%	19%	35%	23%	26%	36%	29%
Chief elected officer	8%	21%	36%	12%	15%	0%	13%	8%	13%	15%	11%	21%	14%
Other	0%	5%	0%	12%	0%	0%	0%	0%	4%	8%	5%	0%	14%

Made Final Venue/Site Recommendation

The final venue/site recommendation is generally made by the staff (90%) and sometimes by the Board (31%) or a volunteer (19%). It may be obvious to point out, but with a total of 140% answering, more than one party makes the final decision in at about one-third of the participating organizations.



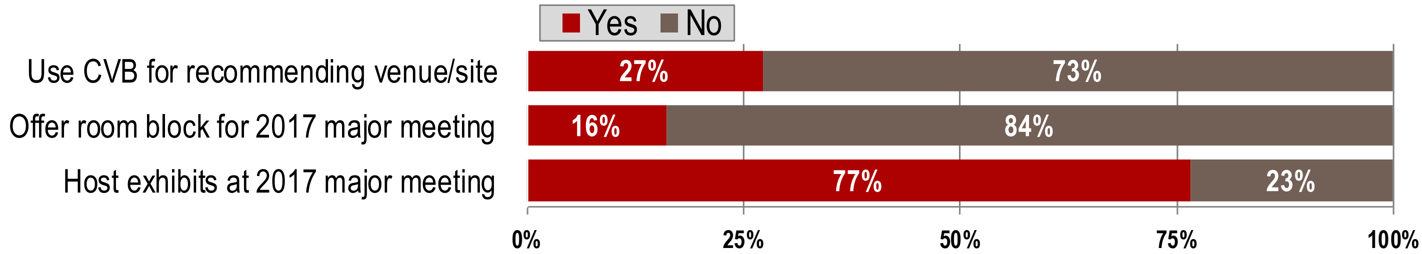
By state, organizations in Florida, New York, Michigan, and Washington are most likely to have staff make the final venue/site recommendation.

- Organizations in Wisconsin are most likely to have the Board make the final recommendation.
- Organizations in Kentucky, Colorado, and Wisconsin are most likely to have volunteers make the final recommendation.

	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Staff	85%	95%	84%	88%	83%	88%	73%	94%	100%	92%	94%	86%	86%
Board	38%	44%	24%	41%	8%	25%	27%	26%	36%	8%	17%	57%	14%
Volunteer	38%	12%	24%	6%	8%	0%	40%	23%	23%	15%	11%	36%	14%
Other	0%	0%	4%	0%	8%	0%	0%	0%	5%	8%	0%	7%	0%

Characteristics of 2017 Major Meeting

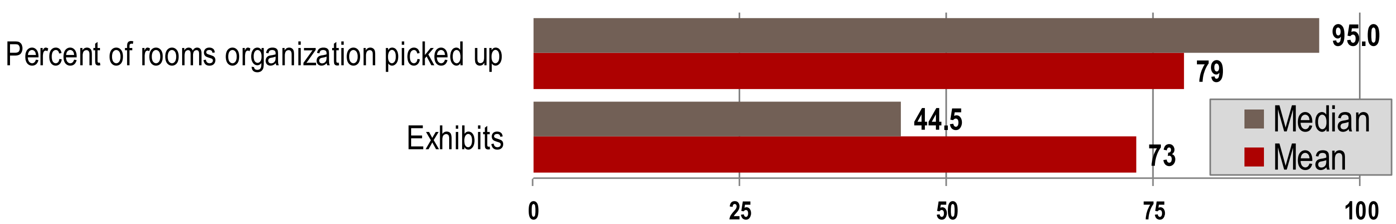
The 2017 major meeting generally hosted exhibits (77%), but infrequently used a CVB for recommending the venue or site (27%) or offered a room block for the meeting (16%).



- Organizations in the general national sample were most likely to use a CVB to recommend the venue/site and Kentucky was the most likely among states.
- Organizations in Kansas, the general national sample, Kentucky, New York, Wisconsin and Colorado were most likely to offer a room block.
- Organizations in Colorado and South Carolina are most likely to have exhibits while organizations in Wisconsin, and Indiana have the highest median exhibits hosted at their 2017 major meeting.

Use CVB for recommending venue/site	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Yes	23%	24%	24%	29%	31%	0%	47%	33%	26%	15%	5%	36%	86%
No	77%	76%	76%	71%	69%	100%	53%	67%	74%	85%	95%	64%	14%
Offer room block for 2017 major meeting													
Yes	92%	79%	80%	88%	62%	100%	93%	79%	96%	83%	72%	93%	100%
No	8%	21%	20%	12%	38%	0%	7%	21%	4%	17%	28%	7%	0%
Mean % rooms picked up	80	94	88	68	85	73	75	70	65	87	60	80	98
Median % rooms picked up	100	100	94	80	93	87	90	93	89	97	80	90	95
Host exhibits at 2017 major meeting													
Yes	92%	60%	88%	71%	62%	88%	87%	86%	87%	92%	42%	86%	86%
No	8%	40%	12%	29%	38%	13%	13%	14%	13%	8%	58%	14%	14%
Mean	162	67	65	86	77	41	44	73	62	40	51	112	82
Median	40	48	40	52	65	32	30	40	21	35	33	66	58

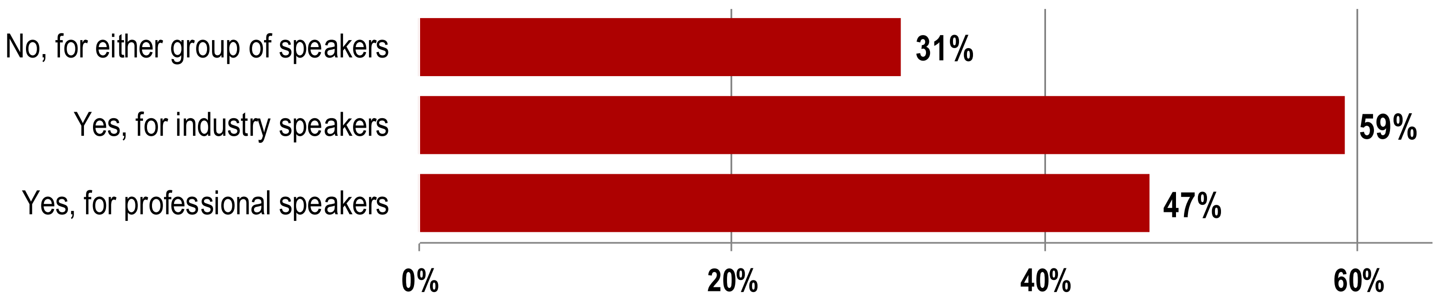
A median of 95% and a mean of 79% of rooms were picked up in the block. The average total exhibits reported for events that held them was a mean of 73 and a median of 44.5.



E. Speaker Preparation

Prepared Speakers for 2017 Major Meeting

Organizations generally did things to help their industry speakers (59%) and professional speakers (47%) prepare, while 31% did not help them prepare.



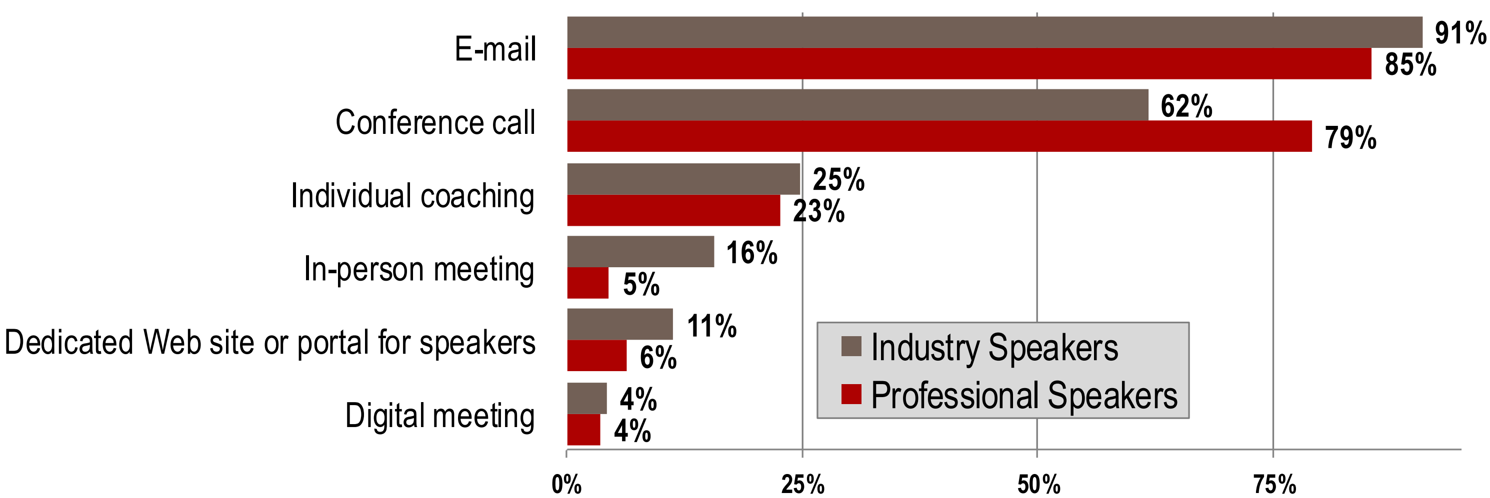
- By state, organizations in Colorado and the general national samples were most likely to prepare speakers and organizations in Washington, Kentucky, and Georgia were least likely.
- Organizations in the general national sample and Wisconsin were most likely to prepare industry speakers.
- Organizations in Colorado, Wisconsin, and New York were most likely to prepare professional speakers.

	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
No, for either group	8%	30%	40%	35%	33%	25%	46%	26%	22%	33%	53%	23%	13%
Yes, for industry speakers	69%	56%	48%	59%	58%	63%	54%	59%	57%	67%	53%	77%	88%
Yes, for professional speakers	69%	42%	44%	24%	42%	50%	38%	53%	61%	33%	37%	69%	50%

How Organization Prepared Speakers for 2017 Major Meeting

If they helped them prepare, most organizations used email to prepare their industry (91%) and professional speakers (85%).

- Many also used a conference call particularly to prepare them, more often the professional (79%) rather than industry speakers (62%).
- Individual coaching is offered less often, to 25% of industry and 23% of professional speakers, respectively, while 16% use an in-person meeting and 11% a dedicated web site or portal for industry speakers and fewer do so for professional speakers. Digital meetings are rare for both kinds of speakers.



Organizations in the general national sample report the most ways used to prepare professional speakers, while organizations in Indiana and the general national sample report the most ways used to prepare industry speakers.

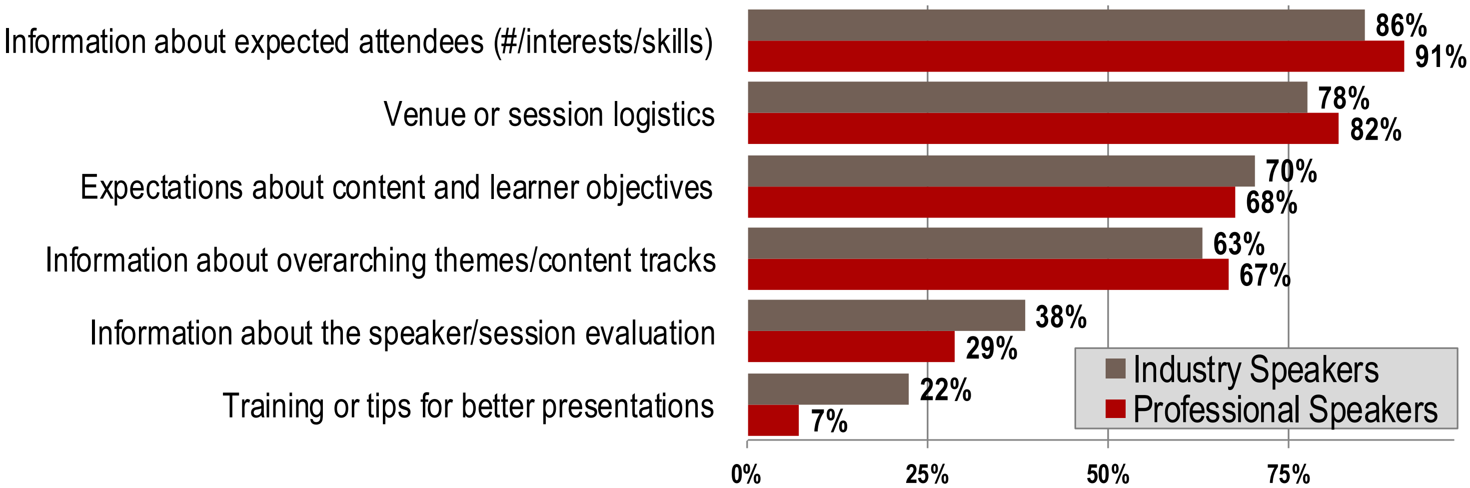
- Among the states, all organizations in Illinois, Indiana, Kentucky and Wisconsin use e-mail for industry speakers.
- Organizations in Indiana and Washington are most likely to use conference calls, while organizations in Indiana, Colorado, and Wisconsin are most likely to use individual coaching for industry speakers. Organizations in Washington, Indiana, and Florida are most likely to use in-person meetings for industry speakers.
- All organizations in Illinois, Kentucky, South Carolina, Washington, and Wisconsin use emails for professional speakers. Among states, All organizations in Indiana use conference calls. Colorado organizations are most likely to use individual coaching for professional speakers.

Industry Speakers	**CO**	**FL**	**GA**	**IL**	**IN**	**KS**	**KY**	**MI**	**NY**	**SC**	**WA**	**WI**	**Gen**
E-mail	75%	83%	83%	100%	100%	80%	100%	95%	93%	88%	89%	100%	100%
Conference call	63%	58%	67%	60%	86%	60%	57%	67%	43%	38%	78%	70%	67%
Individual coaching	50%	33%	8%	0%	57%	40%	14%	19%	7%	13%	22%	50%	33%
In-person meeting	13%	29%	8%	10%	29%	0%	0%	19%	0%	25%	33%	0%	17%
Dedicated Web site/portal	25%	13%	17%	0%	14%	0%	0%	14%	7%	13%	0%	0%	50%
Digital meeting	0%	13%	8%	0%	14%	0%	0%	5%	0%	0%	0%	0%	0%
Professional Speakers													
E-mail	67%	82%	73%	100%	80%	75%	100%	94%	79%	100%	100%	100%	75%
Conference call	89%	94%	91%	75%	100%	75%	60%	83%	64%	25%	67%	67%	100%
Individual coaching	56%	29%	9%	25%	20%	0%	0%	22%	14%	0%	33%	22%	50%
Dedicated Web site/portal	0%	12%	9%	0%	0%	0%	0%	6%	7%	25%	0%	0%	25%
In-person meeting	11%	6%	9%	0%	20%	0%	0%	6%	0%	0%	0%	0%	0%
Digital meeting	11%	6%	0%	0%	0%	0%	0%	0%	7%	0%	0%	0%	25%

Content Provided to Speakers

The content provided most often to speakers is information about the expected attendees such as the number and their interests or skills (provided by 91% of the organizations to their professional speakers and by 86% to their industry speakers.

- Information regarding venue or session logistics (for 82% of professional and 78% of industry speakers), expectations about content and learner objectives (for 70% of industry and 68% of professional speakers), and information about overarching themes and content tracks (for 67% of professional and 63% of industry speakers) are also commonly offered.
- Far fewer share information about the speaker/session evaluation (for 38% of industry and 29% of professional speakers), and training trips for better presentations (for 22% of industry and 7% of professional speakers).



Industry Speakers	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Expected attendees	86%	87%	92%	90%	86%	75%	86%	80%	92%	75%	90%	80%	86%
Venue or session logistics	86%	78%	67%	70%	71%	50%	71%	75%	100%	100%	80%	70%	71%
Content/learner objectives	100%	65%	58%	70%	86%	75%	71%	65%	54%	75%	80%	70%	86%
Themes/content tracks	86%	61%	83%	50%	100%	75%	43%	50%	46%	63%	70%	50%	86%
Speaker/session evaluation	29%	43%	42%	20%	29%	50%	29%	50%	38%	50%	30%	40%	29%
Training/tips	29%	26%	8%	10%	29%	25%	0%	25%	0%	25%	20%	40%	71%
Professional Speakers													
Expected attendees	100%	94%	100%	100%	100%	75%	100%	83%	93%	75%	71%	89%	100%
Venue or session logistics	56%	94%	73%	75%	100%	100%	80%	83%	79%	100%	71%	78%	100%
Content/learner objectives	78%	82%	64%	75%	100%	75%	60%	56%	43%	75%	57%	67%	100%
Themes/content tracks	78%	71%	64%	75%	100%	75%	20%	61%	71%	25%	57%	78%	75%
Speaker/session evaluation	22%	41%	36%	0%	20%	25%	40%	44%	29%	25%	14%	11%	0%
Training/tips	22%	6%	0%	0%	20%	25%	0%	6%	0%	0%	0%	11%	25%

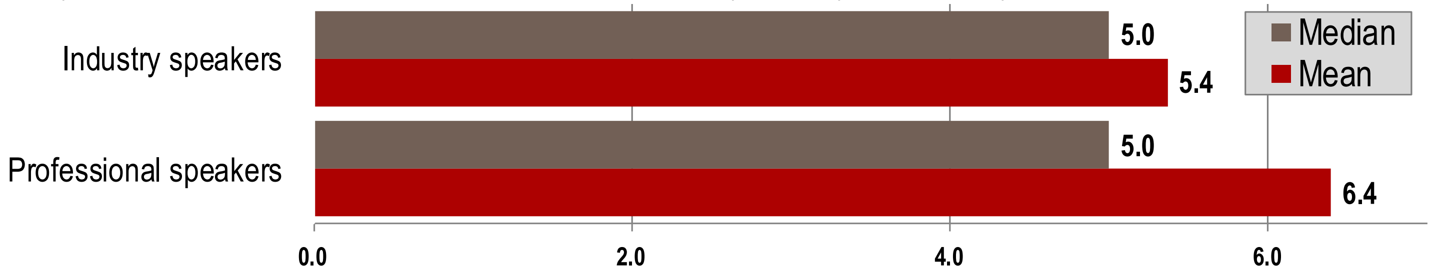
By state, organizations in Indiana indicate the most ways of working with professional and industry speakers.

- For industry speakers, organizations in Georgia and Illinois are most likely to provide information regarding the number/interests of expected attendees, organizations in New York and South Carolina are most likely to provide information regarding the venue or session logistics, and organizations in Colorado are most likely to provide information regarding content/learner objectives; and organizations in Indiana, Colorado, and Georgia are most likely to provide information regarding themes/content tracks.

- Organizations in Michigan, Georgia and South Carolina are most likely to provide information regarding the speaker/session evaluation process, while organizations in Wisconsin are most likely to provide training/tips for better presentations.
- For professional speakers, all organizations in Colorado, Georgia, Illinois, Indiana, and Kentucky provide information regarding expected attendees; all organizations in South Carolina, Kansas, and Indiana provide information regarding venue or session logistics. All organizations in Indiana also provide information regarding content/learner objectives and themes/content tracks.
- Organizations in Michigan and Florida are most likely to provide information regarding the speaker/session evaluation process, while organizations in Kansas and Colorado are most likely to provide training/tips.

Months in Advance Communicated Expectations

Generally expectations are communicated a mean of 5.4 and a median of 5.0 months prior to the event for industry speakers, and a mean of 6.4 and a median of 5.0 months prior for professional speakers.



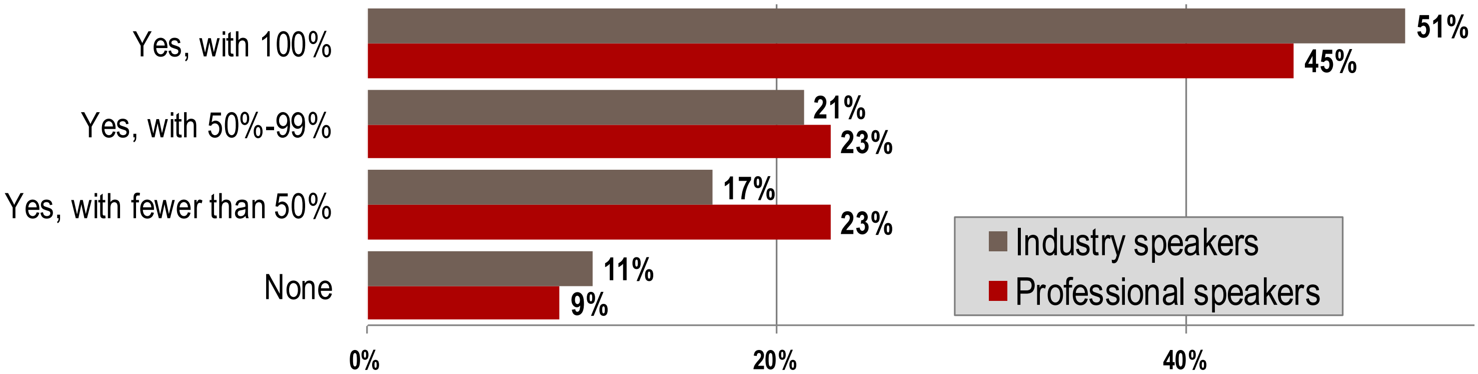
- By state, organizations in Florida, South Carolina, and Illinois report the longest median months in advance for communicating with industry speakers. Organizations in Washington and New York report the fewest median months in advance.
- South Carolina organizations report the longest median months in advance for communicating with professional speakers. Organizations in Kansas and Georgia report the fewest median months in advance.

Industry Speakers	**CO**	**FL**	**GA**	**IL**	**IN**	**KS**	**KY**	**MI**	**NY**	**SC**	**WA**	**WI**	**Gen**
Mean	3.9	7.0	4.2	6.2	4.6	5.6	5.3	6.0	4.4	6.4	3.5	4.8	5.6
Median	4.0	6.0	4.0	6.0	4.0	4.0	4.0	4.0	3.5	6.0	3.0	4.0	6.0
Professional Speakers													
Mean	4.7	7.1	3.9	8.0	6.0	5.3	5.4	7.4	10.3	7.8	4.3	4.9	4.0
Median	4.0	6.0	3.0	5.0	4.0	3.5	4.0	6.0	6.0	7.0	4.0	4.0	2.5

Collaborate with Speakers to Tailor Presentation Submissions

A slight majority of organizations collaborate with all of their industry speakers to tailor presentation submissions, while 45% do so with all professional speakers.

- Another 21% collaborate with half or more of their industry speakers, and 17% collaborate with fewer than half, while 11% do not collaborate with industry speakers.
- 23% each of organizations collaborate with half or more, or fewer than half of their professional speakers, while 9% do not collaborate with their professional speakers.



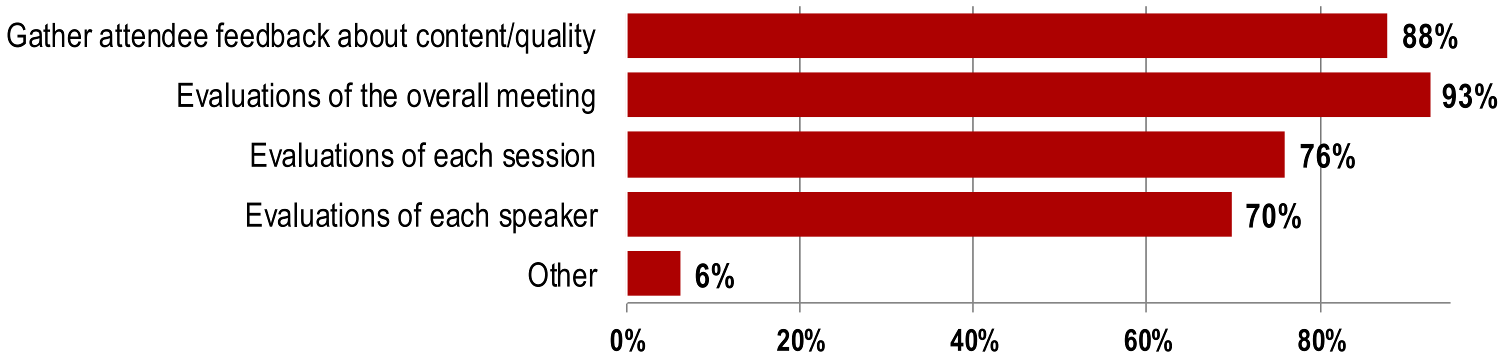
- By state, organizations in Kentucky are least likely to collaborate with industry speakers and all organizations in Colorado and Kansas collaborate with them.
- Organizations in Illinois, Georgia, Colorado, and Washington are most likely to collaborate with all of their industry speakers.
- All organizations in Florida, Illinois, Indiana, and Kansas collaborate with professional speakers.
- Organizations in Washington and Michigan are most likely to collaborate with all of their professional speakers.

Industry Speakers	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Yes, with 100%	63%	48%	64%	67%	43%	20%	14%	47%	46%	50%	60%	50%	83%
Yes, with 50%-99%	13%	17%	18%	22%	43%	60%	29%	11%	23%	25%	10%	30%	17%
Yes, with fewer than 50%	25%	26%	9%	0%	0%	20%	14%	26%	23%	13%	20%	10%	0%
None	0%	9%	9%	11%	14%	0%	43%	16%	8%	13%	10%	10%	0%
Professional Speakers													
Yes, with 100%	50%	44%	40%	33%	40%	50%	20%	53%	50%	50%	57%	22%	75%
Yes, with 50%-99%	13%	13%	30%	33%	60%	25%	20%	12%	21%	25%	14%	56%	0%
Yes, with fewer than 50%	25%	44%	10%	33%	0%	25%	40%	29%	21%	0%	14%	11%	0%
None	13%	0%	20%	0%	0%	0%	20%	6%	7%	25%	14%	11%	25%

F. Evaluations

Evaluations Conducted

Most (88%) of organizations gathered attendee feedback about the content and/or quality of their 2017 major meetings. Among those who do gather attendee feedback, 93% evaluate the overall meeting, 76% evaluate each session, and 70% evaluate each speaker.

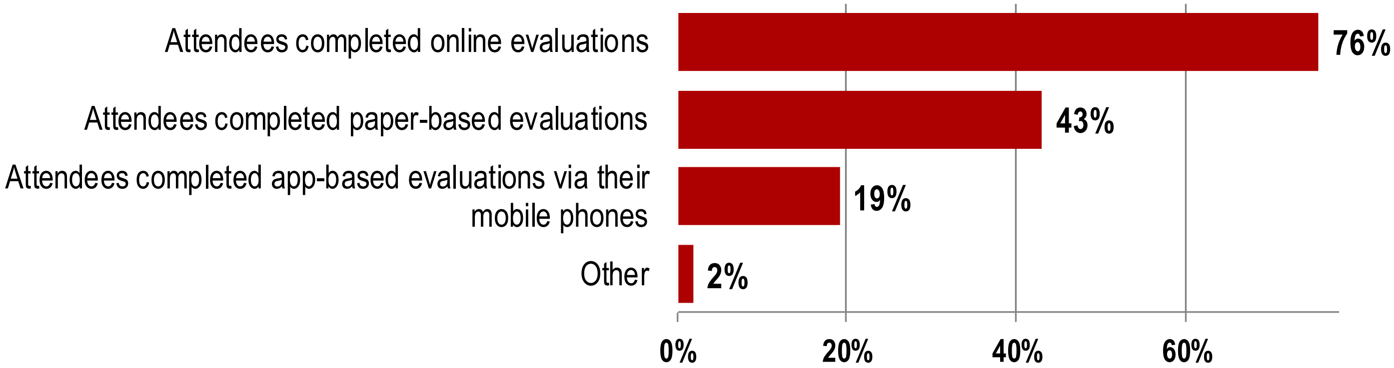


- By state, all organizations in Kansas and New York gathered attendee feedback, and organizations in Kentucky and Washington were least likely to.
- Among those who do, all organizations in Colorado, Indian, Kansas, Kentucky, Washington, and Wisconsin evaluated the overall meeting.
- Organization in New York were most likely to evaluate each session, and all organizations in Colorado evaluated each speaker.

	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Gather attendee feedback	92%	83%	96%	88%	83%	100%	71%	85%	100%	83%	76%	92%	100%
Overall meeting	100%	91%	88%	87%	100%	100%	100%	93%	87%	90%	100%	100%	88%
Each session	83%	76%	71%	67%	80%	75%	70%	76%	91%	70%	62%	83%	75%
Each speaker	100%	74%	58%	73%	60%	50%	70%	69%	74%	70%	77%	75%	38%
Other	8%	6%	0%	13%	0%	0%	0%	3%	17%	20%	0%	8%	0%

How Evaluations from Attendees are Collected

Evaluations are generally collected through completed online evaluations (reported by 76% of organizations), with 43% continuing to use paper-based evaluations, and 19% use mobile app-based evaluations. As these responses total 140%, many organizations today rely on more than one method to collect evaluation data.



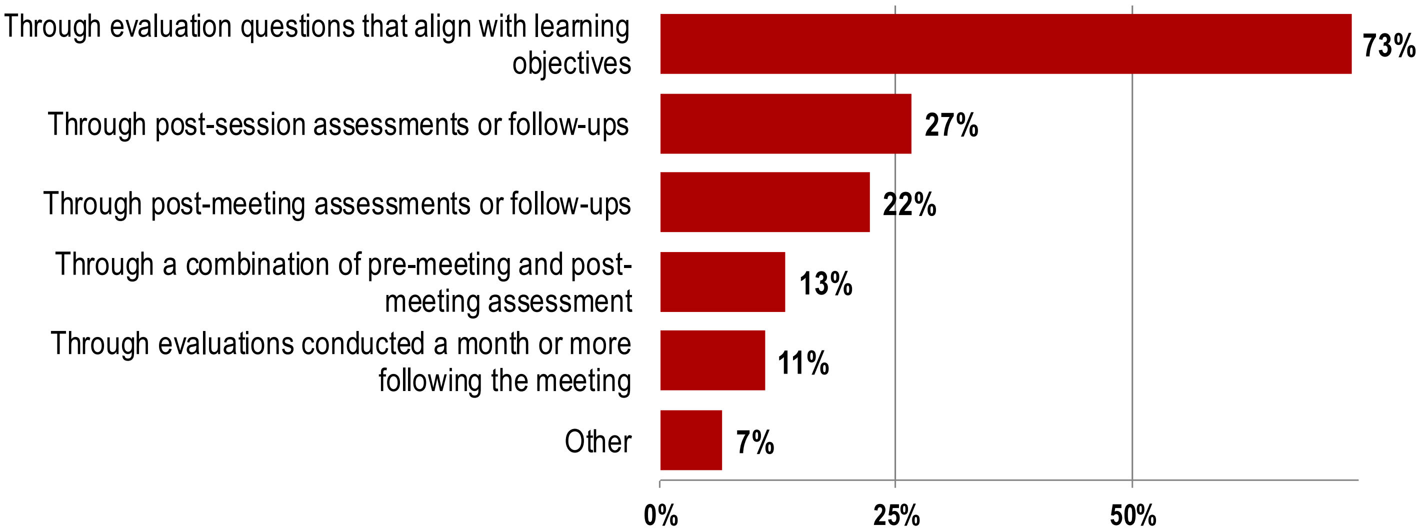
- By state, organizations in Indiana, Colorado, and Michigan are most likely to use online evaluations.
- Organizations in Wisconsin and Colorado are most likely to use mobile apps.
- Organizations in Kentucky are most likely to use paper evaluations, while organizations in Michigan and Georgia are least likely.
- Most (88%) of organizations gathered attendee feedback about the content and/or quality of their 2017 major meetings. Among those who do gather attendee feedback, 93% evaluate the overall meeting, 76% evaluate each session, and 70% evaluate each speaker.

	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Online evaluations	92%	68%	75%	47%	100%	75%	40%	90%	78%	70%	77%	83%	88%
Paper-based evaluations	42%	47%	29%	53%	30%	38%	80%	28%	57%	40%	54%	58%	13%
Mobile app-based evaluations	42%	21%	8%	27%	10%	0%	10%	21%	17%	0%	8%	50%	38%

Measured Whether Learning Occurred

Only 18% of organizations measured whether learning occurred at the 2017 major meeting.

- Among those who did, 73% of them did so through evaluation questions that align with learning objectives.
- Far fewer did so through post-session (27%) or post-meeting assessments or follow-ups (22%), a combination of the two (13%), or evaluations conducted well after the meeting (11%).



- By state, organizations in Washington are most likely and organizations in Kentucky, Georgia, Wisconsin, and Indiana are least likely to measure whether learning occurred.
- All organizations in Colorado, Florida, Indiana, South Carolina, and Wisconsin that did so used evaluation questions that aligned with learning objectives. All Georgia organizations that did so used post-meeting assessments.

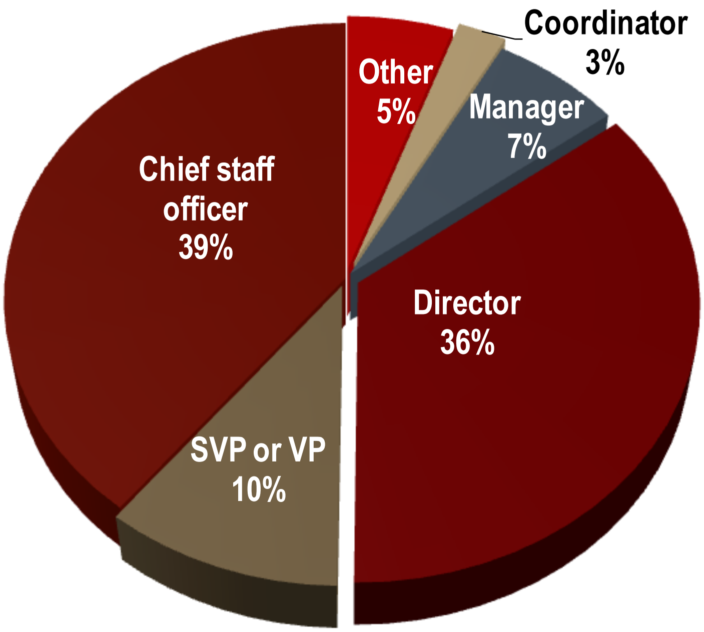
Measure whether learning occurred	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Yes	23%	14%	4%	12%	8%	63%	0%	24%	23%	17%	41%	8%	50%
How Did You Measure													
Evaluation questions that align with learning objectives	100%	100%	0%	50%	100%	60%	0%	88%	60%	100%	57%	100%	50%
Post-session assessments	33%	33%	0%	0%	0%	20%	0%	25%	60%	0%	14%	0%	50%
Post-meeting assessments	33%	17%	100%	0%	0%	40%	0%	38%	0%	0%	29%	0%	0%
Pre- & post-meeting	33%	17%	0%	0%	0%	0%	0%	0%	20%	0%	43%	0%	0%
Evaluations conducted a month or more following	33%	17%	0%	0%	0%	0%	0%	13%	0%	0%	14%	0%	25%
Other	0%	17%	0%	50%	0%	20%	0%	0%	0%	0%	0%	0%	0%

G. Top Education Staffer Profile

Title

Organizations indicated that the title of the most senior member of their education/professional development function is either the chief staff officer (CEO, ED or President) (39%) or Director (36%).

- Few report that this position is a Senior Vice President or Vice President (10%), Manager (7%), or Coordinator (3%) and 5% list other titles.
- By state, Florida organizations are most likely to have the chief staff officer as most senior member of the education/professional development function.
- Kansas and New York organizations are most likely to have a director, Wisconsin organizations are most likely to have a Senior/Vice President, and Colorado organizations are most likely to have a Manager as most senior.

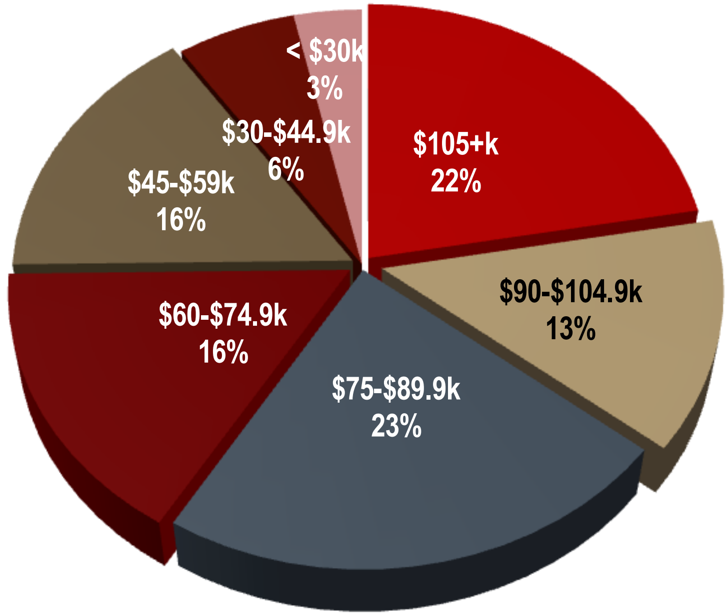


	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Chief staff officer	45%	52%	42%	35%	36%	38%	43%	39%	30%	33%	37%	31%	25%
Director	27%	31%	33%	35%	45%	63%	43%	31%	57%	25%	37%	15%	25%
SVP or VP	0%	7%	8%	24%	9%	0%	0%	6%	0%	17%	16%	38%	38%
Manager	27%	5%	13%	0%	9%	0%	7%	6%	0%	0%	5%	15%	13%
Coordinator	0%	0%	0%	0%	0%	0%	7%	8%	9%	0%	0%	0%	0%
Other	0%	5%	4%	6%	0%	0%	0%	11%	4%	25%	5%	0%	0%

Base Annual Salary

Based on the ranges used, this position has an interpolated median annual salary of $81,100 or a mean of $79,500.

- By range, 22% earn an annual salary of $105,000 or more; 13% earn $90,000 to $104,999; 23% earn $75,000 to $89,999; 16% earn $60,000 to $74,999; 16% earn $45,000 to $59,999; and 9% earn less than $45,000.
- Organizations in the general national sample report the highest mean and median annual salaries.
- By state, organizations in Georgia, Washington, New York, and Indiana report the highest median annual salaries.
- Organizations in Illinois, Kentucky, South Carolina, and Wisconsin report the lowest median annual salaries.

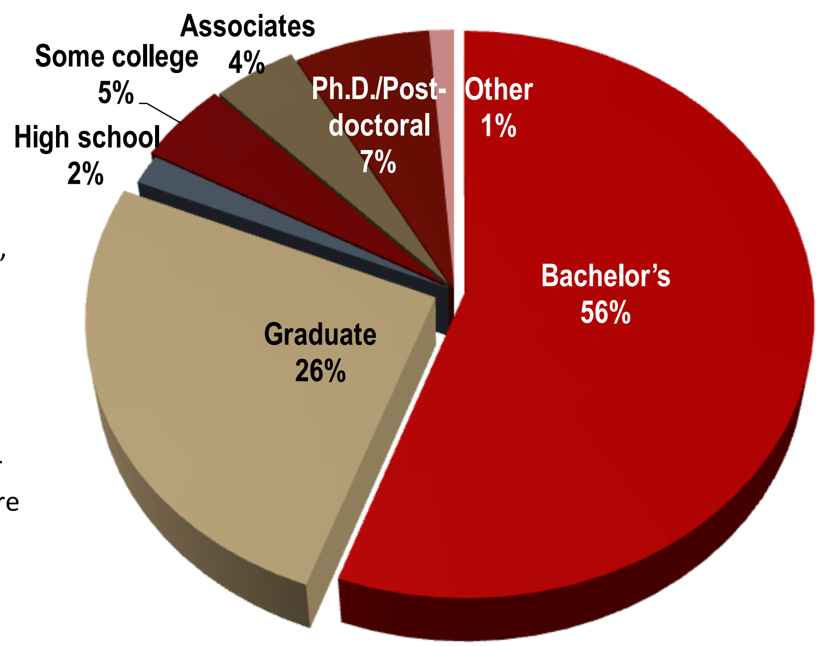


	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
$105k or more	18%	14%	39%	27%	9%	43%	7%	17%	29%	20%	24%	17%	50%
$90-$104.9k	9%	7%	13%	7%	27%	0%	21%	17%	13%	0%	29%	25%	0%
$75-$89.9k	36%	38%	17%	7%	36%	14%	14%	14%	29%	30%	12%	8%	38%
$60-$74.9k	9%	14%	9%	13%	18%	14%	36%	9%	4%	30%	29%	42%	0%
$45-$59k	27%	12%	17%	40%	9%	29%	7%	23%	13%	20%	0%	8%	0%
$30-$44.9k	0%	10%	0%	0%	0%	0%	14%	11%	8%	0%	6%	0%	13%
< $30k	0%	5%	4%	7%	0%	0%	0%	9%	4%	0%	0%	0%	0%
Mean	$79.5	$75.0	$86.3	$72.9	$84.0	$83.6	$74.1	$71.7	$82.1	$77.7	$86.7	$82.4	$90.9
Median	$81.1	$79.3	$92.8	$63.9	$84.9	$83.0	$72.4	$72.9	$86.2	$75.5	$91.8	$75.5	$104

Education

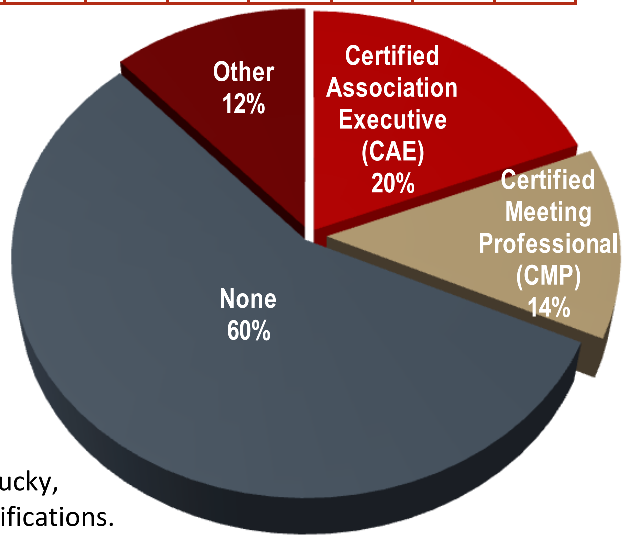
A majority report that their most senior education staffer has a Bachelor's degree (56%) or a graduate/Master's degree (26%).

- Only 7% have a PhD or post-doctorate education, 5% some college, 4% and Associates, and 2% High school diploma.
- By state, organizations in Colorado, Kentucky, and Michigan are most likely to have the senior staffer with a Bachelor's degree.
- Organizations in Indiana are most likely have them with a graduate/Master's degree.
- Organizations in New York are more likely to report that the most senior person has either an Associates or a PhD/post-doc (the latter are more likely in organizations in South Carolina or the general national sample).



	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Bachelor's	73%	44%	54%	59%	27%	63%	79%	72%	46%	64%	47%	46%	50%
Graduate	9%	34%	29%	29%	64%	25%	14%	17%	13%	18%	35%	31%	25%
High school	0%	2%	0%	0%	0%	0%	0%	3%	0%	0%	6%	8%	0%
Some college	9%	7%	8%	6%	9%	13%	0%	3%	4%	0%	0%	0%	0%
Associate's	0%	0%	4%	0%	0%	0%	7%	3%	21%	0%	6%	8%	0%
Ph.D./Post-doctoral	9%	7%	4%	0%	0%	0%	0%	3%	17%	18%	6%	8%	25%

Professional Designation



Only 40% hold some professional designation, with 20% reporting a CAE, 14% a CMP, and 12% reporting some other designation.

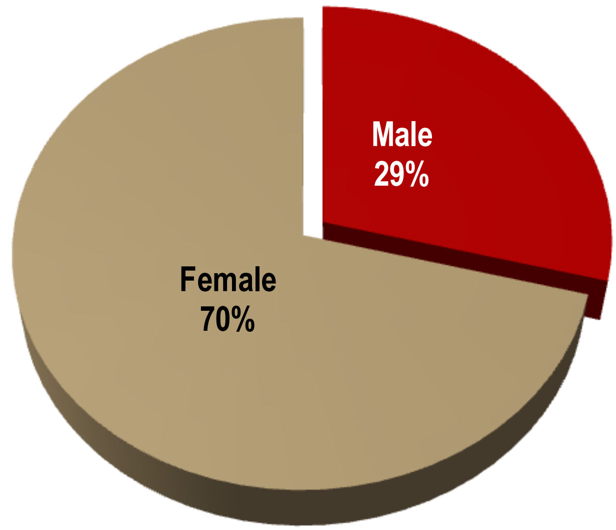
- Certification in Meeting Management (CMM) was listed in the survey but indicated by 0%.
- By state, organizations in Georgia, Colorado, and Washington are most likely to indicate that their most senior person in education holds their CAE.
- Organizations in Michigan are far more likely to indicate their most senior person has a CMP.
- The largest number of organizations in Florida, New York, Kentucky, and Illinois indicate that their most senior person holds no certifications.

	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
Certified Association Executive	33%	12%	36%	19%	30%	25%	14%	19%	4%	9%	31%	23%	17%
Certified Meeting Professional	17%	7%	4%	13%	0%	0%	7%	44%	13%	0%	6%	15%	0%
None	58%	74%	52%	69%	70%	63%	71%	39%	75%	36%	50%	54%	83%
Other	8%	7%	16%	0%	0%	13%	7%	17%	13%	55%	13%	15%	0%

Gender

Most top education staffers in organizations are female (70%).

- By state, the highest proportion of females are in Wisconsin, New York, and Michigan while the highest proportion that are male are in Illinois, Kansas, and Washington.



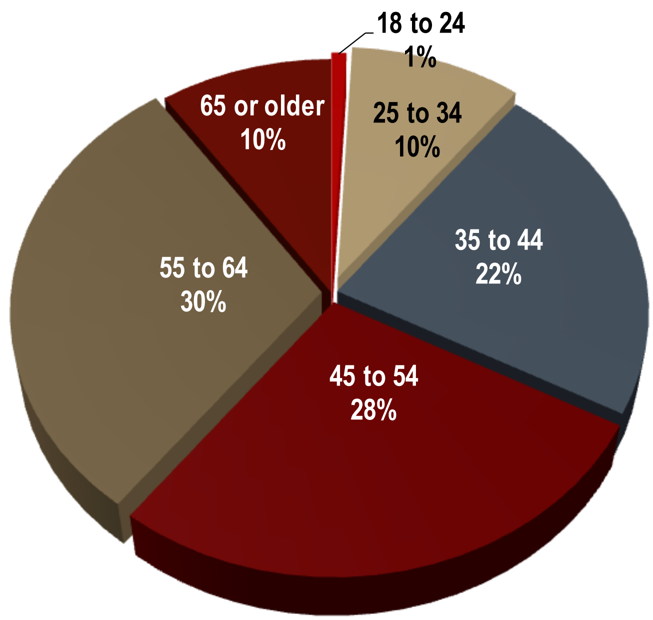
	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
18 to 24	0%	0%	0%	6%	0%	0%	0%	3%	0%	0%	0%	0%	0%
25 to 34	27%	14%	0%	6%	27%	13%	7%	14%	4%	0%	0%	8%	14%
35 to 44	55%	16%	25%	24%	36%	13%	29%	17%	13%	50%	25%	8%	14%
45 to 54	18%	20%	25%	24%	9%	25%	29%	53%	33%	17%	13%	46%	14%
55 to 64	0%	30%	50%	35%	27%	50%	36%	8%	33%	8%	50%	23%	57%
65 or older	0%	20%	0%	6%	0%	0%	0%	6%	17%	25%	13%	15%	0%

Age

The top education staffer is a mean of 50 years of age.

- By range, only 11% are under 35, while 22% are 35-44, 28% are 45-54, 30 are 55-64, and 10% are 65 or older.

- By state, Colorado and Indiana have the largest clusters of younger top education staffers.
- South Carolina has the most in the 35-44 year age range and in the 65 or older age ranges.
- Michigan has the most individuals in the 45-54 year age range.
- Organizations in Washington, Georgia, Florida, Kansas, New York, and the general national sample have the highest proportion of their most senior education staffer being 55 or older.

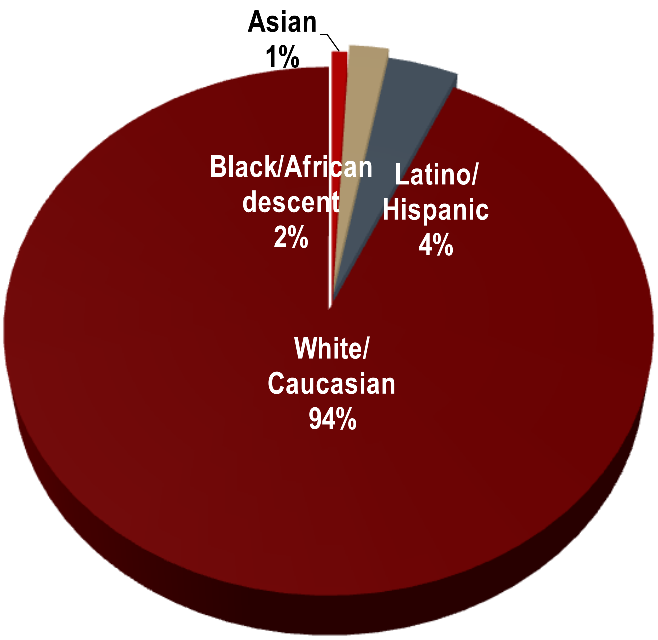


	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
18 to 24	0%	0%	0%	6%	0%	0%	0%	3%	0%	0%	0%	0%	0%
25 to 34	27%	14%	0%	6%	27%	13%	7%	14%	4%	0%	0%	8%	14%
35 to 44	55%	16%	25%	24%	36%	13%	29%	17%	13%	50%	25%	8%	14%
45 to 54	18%	20%	25%	24%	9%	25%	29%	53%	33%	17%	13%	46%	14%
55 to 64	0%	30%	50%	35%	27%	50%	36%	8%	33%	8%	50%	23%	57%
65 or older	0%	20%	0%	6%	0%	0%	0%	6%	17%	25%	13%	15%	0%

Ethnicity

The most senior member of the education/professional development function is almost always White/Caucasian (94%), and rarely Latino/Hispanic (4%), Black/African descent (2%), or Asian (1%).

- By state, all of the most senior education staff are White/Caucasian in Indiana, Kansas, Kentucky, New York, South Carolina, and Wisconsin.
- Organizations in Florida has the most individuals of Latino/Hispanic and Black/African descent.



	CO	FL	GA	IL	IN	KS	KY	MI	NY	SC	WA	WI	Gen
White/Caucasian	91%	79%	96%	94%	100%	100%	100%	94%	100%	100%	94%	100%	100%
Latino/Hispanic	9%	12%	0%	6%	0%	0%	0%	3%	0%	0%	6%	0%	0%
Black/African descent	0%	7%	4%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%
Asian	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	6%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%

Survey Comments

What is the geographic focus of your organization?

- County wide
- County
- North America
- Not a membership organization (3)

For what type of organization do you work?

- 501-c-3 foundation 'attached'
- AMC
- Association of Community College Trustees
- Chamber of Commerce (5)
- Education - non institution
- Educational 501 (c) 3
- Elected Officials
- Event company
- Event Management Co & Hotel Representation
- Federation of societies
- Fraternal Organization (3)
- Government (2)
- Hotel
- Issue Advocacy 501c4
- Labor union
- Membership association
- Myself - Membership for an industry
- Nonprofit
- Nonprofit healthcare (2)
- Non-profit member-based quality inspection agency
- non-profit/government
- Private consulting business
- Private, non-profit agency representing and working for county governments
- Public Health Institute
- Public Private Partnership (501c3)

What other sources account for your gross meeting revenue?

- 6%, marketing advertising and business partnerships
- Advertising (9) in programs, brochures that promote meetings
- Auction income (2)
- Awards Program, Entertainment Application Fees
- Billable hours
- Client events
- commissions from other vendors
- Contest entries
- Continuing education registrations
- Contract incentives, audio recording sales, education sessions,
- Hotel allowance
- CVB incentives, room rebates, commission
- Donations/Fundraising (4) from proceeds of sales at event
- Golf Tournament (2)

- Grant funds/support (11)
- Included in annual dues (3)
- Meal fees
- Merchandise sales/store products sold at conference (2)
- Non dues revenue for credit card processing program and collection processing program
- Non member attendance to CE meetings
- On site donations
- We seek sponsorships to cover expenses but not generate revenue
- outing for members and for employees
- Partner Revenue Programs
- Poster registrations
- Pre-conference and outings
- Pre-convention meetings
- Proceedings Sales
- Program royalties
- Promotional items we sell in our association booth.
- Publication advertisement
- Raffles
- Royalties
- Sales
- Shipment Dues
- Silent auction (2)
- Book sales,
- Special Events (4)
- Special tickets to dinners & events occurring within the overall event
- Symposiums
- Tour fees
- meal function revenues
- CD sales
- Trade show
- Training and Education courses
- Walk and fundraisers
- We don't hold general in person meetings, just Boards. We host webinars for members and travel to speak at their state and national conferences.

Other comments can you share regarding your organization’s outlook for the current year

- 2017 Annual conference was at a very unique location and raised numbers all over for things
- 2017 saw an increase due to a cancelled event in 2016
- 2017 was impacted by hurricanes
- Adjusted our fees so anticipate less revenue
- All categories are anticipated to increase due to rebuilt website, webinars and increased exposure
- Attendance will be down due to national organization conference in the state.
- Attendees expect fees to remain the same but receive more in return
- Because of low attendance and high facility cost we lost money for the first time in three years.
- Budget for less Sponsorship
- cost cutting savings, help maintain/increase revenue
- Decrease expected due to member attrition and industry changes.
- decrease in live attendance but increase in videocast attendance

- Depending on federal and state public health funding levels.
- Don't charge for meetings
- Due to an influx in new residents and new housing builds, our industry is in a boom period which is equating to more money spent on education.
- Due to required education, our meeting revenues continue to grow. This year, we were up 33% from last year.
- flat lined
- food & Beverage costs in Seattle are dramatically increasing
- General Attendance, Engagement is trending down
- Generate a minimum 9% net income margin
- Goal is to break even on our convention. Most of our meetings have not member cost.
- Gross meeting revenue:
- Holding first training and expo in over a decade
- hope to increase attendance
- Huge increase due to new funding into the industry driving participation
- I do not anticipate a raise in fees.
- I plan 16 signature events per year plus additional ad hoc events.
- Increased
- Industry is contracting due to mergers
- is going down...harder and harder to get people in person these days
- lower due to one fewer expected meeting
- market saturation will impact revenue despite attendance remaining the same
- meeting revenue is dependent on state budget
- More mergers, staff cutbacks mean less attendees, sponsors, exhibits
- Moving conference to a new location and date in 2020 which will have an unknown impact of the conference
- Not and never will be a primary source of revenue
- Our board has asked for more revenue - so it is in our strategic goals
- Our conference moves around the state. When we are in the Capital Region, attendance is always higher, which will be the case for 2018.
- Our meeting revenue is cyclical because we give more conferences every other year.
- Our organization doesn't seek revenue from meetings currently
- Our organization has increased the number of events that we run.
- Our organization keep the meeting revenue very low to encourage jurisdiction members to attend
- Raise pricing for the 2018 year
- Revenue should be on par with previous years.
- Revenues are down due to lower attendance numbers
- Secured a major grant from our foundation to nearly double our gross revenue.
- stable
- Stronger programs
- Tax reform changes affecting our attendance
- The Board has requested less seminars
- This amount fluctuates based on grants we receive
- this has been rising slightly each year after a slump in 2008
- Up from last year but down from the past decade
- Very good
- we are adjusting our fees to reflect costs more accurately---does not seem to affect attendance
- We are budgeting down from 2017
- We are fairly "maxed out" by locations and available staff time

- We are hosting some meetings/trainings where we are prohibited from charging, so that means our revenue will not change. We hope to get sponsors to help cover costs.
- We are in Grand Rapids this year and our numbers are steady but will be lower than 2017
- We are increasing pricing for meetings.
- We are increasing registration fees to account for rising meeting costs.
- We are moving to an all-inclusive membership model - CPE is included in dues
- We changed staff and finically have a real go getter who is good at sales
- We combined with another conference
- We generally plan meetings with a cost to just pay for themselves
- We get no revenue from meetings
- We have increased conference registration fees incrementally each year over the past 6 years to keep up with rising cost of hotel F/B. We have not increased separate educational class registration fees.
- We will hold our biennial conference in 2018 which will increase revenue in all categories
- We're in a strong position to continue to grow.
- we've combined our convention with national and established a shared revenue since it will be in FL
- Will be down - we are moving back to the beach
- Will be stable at best due to locations selected for the conferences
- will decline due to competition from other organizations
- With the economy building steam, we are very optimistic on meeting revenue
- Working to sell out all scheduled events

Meeting attendance

- 2017 Annual conference was at a very unique location and raised numbers all over for things
- 2017 was impacted by hurricanes and was an all-time low
- A large percentage of our members are retiring, we are working on succession planning
- Almost all events have seen an increase in attendance in past year.
- Always seeking to increase participation
- always a need for required CE - but competition is increasing
- Annual convention not determined at this time
- Attendance in group live is down in conferences and seminars
- Attendance is up. We see deeper registrations, meaning more people from a registering entity instead of just one
- Cost of location primary factor
- CPE is included in membership so no cost
- Decrease expected due to member attrition and industry changes.
- different time of year - national event on west coast of US
- Don't charge for meetings
- down
- expected to be larger because of program we have planned
- expecting same
- flat compared to 2017 - attendance is driven by city selection as much as content
- growing but limited by facility size
- has been on the decline, due to on-line CE and vendor CE events
- has doubled over the last 6 years
- Increase because of location.
- Increase due to marketing efforts and changes in state real estate license law
- Industry is contracting due to mergers
- is going down for the same reason above
- lots of competition for continuing education

- Maintaining current attendance requires greater creativity.
- meeting attendance is dependent on state budget
- Minimum 5% growth goals
- Moving conference to a new location and date in 2020 which will have an unknown impact of the conference
- New energy. New staff
- New meetings will include some regional meetings, which should bolster attendance.
- Our annual conference attendance last year was a lot lower because of one very poor course choice, which we will fix for future conferences.
- our attendance numbers continue to rise
- Our current attendance is tracking down, but we will now more in the next month.
- Our events continue to draw more participants
- Our numbers rarely vary from year to year.
- overall slight decline due to members using other education vendors
- Reaching out to non-members
- Record numbers in 2017 - held event at Cobo in Detroit for the first time in 20 years.
- Registrations tend to stay the same.
- Should increase
- should remain stable, but very few events
- Similar to 2017
- Slightly up
- Stable (2)
- Decreasing a little
- Tax reform changes affecting our attendance
- The vast majority of our meetings revenue is from virtual meetings and events.
- there are more competitive CE options
- this has been up and down but seems to be on the rise after a slump
- Up from last year but down from the past decade
- varies by license renewal year
- varies widely by type of event
- Various - small (40) to large (400)
- Was up coming into 2018, feel that will continue
- We anticipate an increase in attendance due to location
- We anticipate increased attendance in response to substantial changes we've made to our events.
- We are adding meetings.
- we are doing more webinars and less in-person meetings
- we are hosting a "crossover" convention with another association - attendees may for a fee attend both associations convention
- We are putting more marketing emphasis on our meetings, in the hopes it will improve attendance
- We combined with another conference
- We get no revenue from meetings
- We had a hurricane in S FL 5 days before our annual meeting in 2017. Although we were very profitable, it did impact our attendance. About 10% of our attendees canceled at the last minute.
- We have great attendance for the low priced programs
- We hope to increase attendance which increases awareness or our issues
- Weather and economy dependent - individual member organization
- Well are meeting attendance differs per number of conferences in a year.
- Will be up- we are moving back to the beach
- will likely increase because it will be a combined meeting with national

- With the economy building steam, we are very optimistic on meeting attendees
- Working to sell out all scheduled events

Exhibitions revenue

- About the same
- Adding room for additional booths
- Budget for less, hoping for more
- Build value and they will come. Raised booth fee and still sold out in record time
- Companies still want to be where the people are
- competing meetings - less income
- continues pretty steady but are seeing new generation technology companies which is new
- continues to be a challenge due to corporate mergers and buy-outs
- Doing well at pulling in new exhibitors
- Don't charge for this.
- Down
- Due to space limitations, we have maxed out our exhibitor space so we anticipate it will remain the same.
- Due to the tax cuts for corporations, it is our hope this will increase
- Exhibition and Sponsorship fall into the same category for us but this has been growing exponentially.
- Exhibition revenues have increased each of the last two years.
- Expecting repeat but not increased business
- growing rapidly over historical levels-this is intentional on our part
- harder and harder to sell - members not as interested in this avenue to explore products and services
- Hold every other year
- Hopefully will remain the same, as it did well last year.
- Increased
- Industry is contracting due to mergers
- is on a steady decline with 2015 as the peak year
- Less space to sell booths in host hotel compared to 2017
- Lower numbers in GR
- Meeting location is not a good therefore the downturn planned.
- Mergers continue to make this a challenge
- More marketing
- Moving conference to a new location and date in 2020 which will have an unknown impact of the conference
- Not applicable to our situation currently.
- not enough staff to market this aggressively
- Not something we've really tried to maximize.
- Our joint convention with the Ohio Association brought us exposure to many potential new exhibitors who will likely exhibit with us this year
- Our revenue is anticipated to decrease this year as we are on the third year of our code cycle; we see increased training budgets in year 1 and 2 of the cycle.
- Our sponsors include exhibitions
- Raise pricing for the 2018 year expect it to be higher
- Same/stable (5)
- Difficult to increase - need to increase attendance first
- With Exhibition revenue, more conferences mean more revenue.
- Seeing decline, larger companies taking smaller footprint
- Three years of traction should help attract larger exhibitors
- Two fewer regional conferences

- Stable but growing slightly
- this has been increasing or staying consistent
- This is hard as our conference attendees do not buy
- Turnover continues to be high
- Up from the past
- we anticipate our exhibit hall selling out for the 6th year in a row
- We are eliminating the Expo Hall from our Annual Convention, so this will shift.
- We combine exhibitors and sponsors in one line item
- We do not offer exhibition opportunities (6)
- No exhibits outside of sponsorship.
- We expect revenue to be par this year, but likely down next year.
- We have maxed out the space we have for exhibitors which is why we do not anticipate growth in this area.
- we have not had exhibitors in three years
- We will likely raise exhibition fees slightly.
- will decrease because we won't have a convention

Sponsorship revenue

- 2017 Annual conference was at a very unique location and raised numbers all over for things
- also growing rapidly
- As companies merge, it becomes more challenging to find sponsors
- Also always an effort to increase
- Build value and they will come. Raised booth fee and still sold out in record time
- Changing our approach and sponsors like it. more takers than expected
- continues to be a challenge due to corporate mergers and buy-outs
- Continues to be strong.
- Decrease expected due to member attrition and industry changes.
- Due to decrease in attendance to CE Meetings, we expect a decrease in sponsorship
- Due to the tax cuts for corporations, it is our hope this will increase
- Each year we gain new sponsors as our organization grows.
- Expect this to remain on par for next year or two.
- Expected higher revenue due to better outreach methods
- Expecting repeat but not increased business
- Great new sales people on staff
- Harder and harder to compete for sponsorship dollars
- Harder to get
- Increased
- increasing because advertising is decreasing
- Industry is contracting due to mergers
- Largest area of non-registration growth potential
- Less members mean less sponsorship, tough year on members last year
- Lower-l/same -companies reprioritizing
- More marketing
- More volunteers are advancing sponsorship revenue with our value proposition.
- Moving conference to a new location and date in 2020 which will have an unknown impact of the conference
- Never really looked into this option.
- New program being developed
- Not a popular area.
- not enough staff to market this aggressively

- Ongoing trend of this dropping. Vendors instead spend money hosting their own forums
- Sponsorship program will be restructured in 2018 - current program not meeting needs of corporate participants
- pretty stable
- requires creative approaches - vendors want more and more
- Same (4)
- should be solid for the events we do
- Should remain the same
- Should see a small increase over 2017
- Slightly up
- Sponsorship has been our best revenue
- Sponsorship revenue is relatively new for our organization (2yrs), and is increasing annually.
- stable
- Starting max out on offerings
- This area has gotten more competitive, harder to obtain.
- this has increased the past few years but we don't rely on it
- tightening opportunities here
- tighter industry regulations
- up (2)
- Up from last year but down from the past decade
- We always strive for more sponsorship revenue.
- We anticipate increased sponsorship revenue based on the improved quality of our events.
- we anticipate these numbers to remain the same as the last few years
- We are finding that our usual sponsors are cutting back and not giving as much or nothing at all
- We are looking at ways to attract more sponsors. We have one major national sponsor and several business members.
- We do not do much sponsorship
- We do not offer sponsorship opportunities
- We do not tie sponsorship to our meetings - we tie it to supporting our mission.
- We expect that political fighting with historic sponsors will likely cause some to back away from their sponsorships
- We have a new person selling and this is likely to increase because of their effort.
- We have considerable consolidation; revenues tend to fall as a result.
- We have sponsorships only to cover meeting expenses, not to generate revenue.
- We hired an outsourced sponsorship firm, so we definitely expect this to go up
- will decrease because we won't have a convention
- zero based budgeting is killing sponsorship for state associations

Which of these meeting planning activities did your organization outsource in 2017:

- Accounting
- Blended approach to site selection Staff and Contractor.
- Catering
- Contract Negotiations & Housing Management, Conference App
- for 1 two-day event
- For large conferences, we do need more LCDs and laptops
- graphic design
- helms broncos for site selection only
- hotel selection for conference
- onsite registration support
- Partial meeting planning functions & contract negotiation

- partially outsourced management
- Partnered with FDEP on webinars
- Photos
- Printing
- Some webinars
- Sponsorship
- We use an event coordinator to assist with logistics and sponsor identification for our annual summer conference
- Web security
- Webinars
- Why is A/V so expensive?!
- Work with a site selection agent

What were the primary methods your organization used to identify professional speakers for consideration when planning meetings held in 2017?

- attended a meeting where speaker was a presenter
- BoD recommendations
- Current book authors on specific subjects of interest
- From national affiliate/headquarters
- Often hire only industry experts
- Other associations
- other state banking associations
- Recommendations for clients
- recommendations for sister associations
- Recommendations from previous speakers
- Sponsored speakers
- viewing at others conferences
- we targeted someone we wanted to hear from
- word of mouth from agencies

Types of evaluations you conducted among attendees at/following 2017 major meeting

- A/V
- anything conference related
- Board meeting
- entire event
- exhibits
- facilities
- Facilities (3)
- Food
- Hotel (4)
- specific sessions
- Logistics
- Meals (2)
- overall sessions and speakers
- registration process (3)
- staff support performance
- transportation
- Venue (3)

How did your organization collect evaluations from attendees at or following the major meeting held in 2017?

- email feedback
- focus group
- Post meeting "cracker barrel' discussion
- Survey Monkey was used to cover different aspects of event

How did you measure whether learning occurred at the major meeting held in 2017?

- Attendees took exams at end of two sessions
- Evaluation Handout
- Surveys

Title of the most senior member of your education/professional development function?

- Assistant to the CEO
- COO (3)
- Director of Member Services
- Education Committee Chair
- Executive Director (3)
- Executive Director of Education and Programs
- No single person devoted to this task
- Senior Director
- Volunteer (2)
- Don't staff this position (2)

What professional designations does the most senior member of your organization hold?

- AAI, Building Analyst, CCAP, CCE, CEBS , CEcD, Certificate in Nonprofit Management, Certified Life Coach, CIC/CPCU, CNAP, CPRP, CRCP, CTA, DREI, GE management program, GMS, IOM, JD (3), Masters Degree (2), MBA (2), MEd, PhD in the industry, Professional Engineer, Professional Housing Consultant (PHC), RCE, RN, Tourism Marketing Professional (TMP).

Who led the process for selecting which professional speakers to hire in 2017?

- Chief Marketing Officer
- director level staff
- Event Planner staff
- Sponsor of the event has input on the speaker
- staff member with the responsibility of plenary speaker selection, management
- We did not have any professional speakers

Major Meeting: When was it held (date)?

- January (8)
- February (13)
- March (19)
- April (21)
- May (15)
- June (28)
- July (16)
- August (14)
- September (24)
- October (38)
- November (23)

- December (5)
- Multi Spring/Fall/ Summer/Winter (2)

What else did your organization request/require of professional speakers hired in 2017?

- Board training and educational seminars
- Cut ribbon attend a pre-meeting
- educational materials
- Fundraising activity
- magazine article
- Meet & Greet events with VIPs and Book Signings
- One on one private breakfast with sponsor
- Private VIP lunch0
- Promotional video for convention speakers only
- Sign a book they published.
- Supply handout and talking points summary in advance

What type of facility was used/will be used for your association/organization's convention/conference?

- All of the above
- Churchill Downs
- Cobb County Civic Center
- Conference Center + 1 hotel
- D'Amore or other venue
- Destination Resort Hotel
- Fox Theatre
- In-house classroom
- Learning Hubs
- Port Tampa Bay - Terminal 2
- Private facility
- resort
- Resort type
- Single hotel with meetings in convention center
- special event space
- We do not have an annual conference, but 8 small conferences. We look to host them at our member locations.
- We do not hold large meetings anymore
- Both hotel and conference centers

What primary methods did you use to identify industry speakers for consideration in your 2017 major meeting?

- Associate Members
- Direct solicitation by our Executive Director
- only from same industry professionals
- Our own research
- Request of State regulatory and governmental agencies
- research for SMEs
- Selected a member with expertise
- we generally invite legislators

What was in the standard compensation package your organization provided to industry speakers for its 2017 major meeting?

- Depends on what they did for us (2)

- honorarium or stipend, travel and recognition for their organization if appropriate
- Most speakers unpaid
- Most were offered nothing; compensation was offered to those outside of our organization
- Negotiated individually
- Registration depends
- The majority of speakers are paid
- We compensation only a small number of industry speakers
- We don't do all the above but either/or

Who in your organization was involved in planning the meeting?

- can be several people depending on the event
- Chair of the event
- consultant
- Contracted Individual
- Director of Business Practices
- Executive Director
- membership coordinator
- various staff

Who served on a committee or as the individual making the final venue/site recommendation?

- Contracted Individual
- Determined by host organization we partner with.
- Event Manager recommendation to Executive Director
- Staff and Committee chair do site visit and makes recommendation to board who make the final determination
- The NCAA picks our site and facilities.

Survey Instrument

Survey of Education/Professional Development

A: ORGANIZATION PROFILE

1. **What is the geographic focus of your organization?** *(i.e., in what areas do you actively solicit membership)*
   - ❑ Local/Single Community ❑ Statewide ❑ National
   - ❑ Regional (multiple-communities) ❑ Multistate ❑ International
   - ❑ Other *(specify)* ____

2. **For what type of organization do you work?**
   - ❑ Trade association ❑ Charitable or philanthropic organization
   - ❑ Professional society ❑ Convention and Visitor's Bureau *[go to G]*
   - ❑ Educational institution
   - ❑ Other *(specify)* ____

3. **Which of the following is your organization's primary IRS tax status?**
   - ❑ 501(c)3 ❑ 501(c)4 ❑ 501(c)5 ❑ 501(c)6 ❑ 501(c)9 ❑ Other *(specify)* ________________

4. **How many members does your organization have and what proportion of total dues revenue is received from them?**

	Total Members	Share of Annual Revenue
Organization Members.......	________	________ %
Individual Members...........	________	________%

5. **What is your organization's annual budget (in U.S. dollars)?** *(check one)*
   - ❑ Less than $250,000 ❑ $1,000,000 to $1,999,999 ❑ $10,000,000 or more
   - ❑ $250,000 to $499,999 ❑ $2,000,000 to $4,999,999
   - ❑ $500,000 to $999,999 ❑ $5,000,000 to $9,999,999

6. **What percent of your annual revenue is derived from conventions, exhibits, meetings (in-person or digital), and sponsorships, with the primary purpose of educating industry practitioners?.**____%

7. **In the last fiscal year, what percent of your gross meeting revenue was derived from these sources?**
   (Answer so that your total response=100%)
   Meeting registrations ....______ %
   Exhibitions ....______ %
   Sponsorships ....______ %
   Other sources.........................______ %
   Total: add to 100%.................*[autosum]*

7b. **What other sources account for your gross meeting revenue?** *[display if A7.4]*

____

8. **What is your organization's outlook for the current year, compared to actual performance last year in the following categories?**

	Likely to increase in 2018 compared to 2017	Likely to decrease in 2018 compared to 2017	Will likely remain the same in 2018
Gross Meeting Revenue..................................	❑	❑	❑
Meeting Attendance..	❑	❑	❑
Exhibitions Revenue..	❑	❑	❑
Sponsorship Revenue	❑	❑	❑

9. **What other comments can you share regarding your organization's outlook for the current year?**
   Gross meeting revenue: ____
   Meeting attendance:____
   Exhibitions revenue: ____
   Sponsorship revenue: ____

10. **How many total staff does your organization have and how many individuals (including contracted staff, consultants, and interns) spend a majority of their time working on education or professional development?**

	Total Staff	Individuals Focused on Education/PD
Full Time Staff:	____	____
Part Time Staff:	____	____
Other Contracted Staff/Consultants:	____	____
Paid Interns	____	____
Unpaid Interns	____	____

11**. What percent of your organization's total human resource capacity is spent working on education or professional development?** ____

B: MEETINGS PLANNED OR HELD

1. **How many of the following meeting types did your organization plan in 2017?**
Please include any meetings that were planned and subsequently canceled.

Digital meetings (web and/or audio) of any duration: .... ______________
Half-day (1 to 4 hours), face-to-face meetings: .... ______________
One-day (more than 4 hours), face-to-face meetings: .... ______________
Multi-day, face-to-face meetings: .... ______________
Blended learning meetings of any duration (meetings with both digital and face-to-face components): .... ______________
Total meetings in 2017 .... ______________

How many meetings had exhibits? .... ______________
How many meetings, if any, did you plan and subsequently cancel in 2017? ... ______________

2. **How many credentialing programs (certification, certificate programs, accreditation, and licensure) does your organization offer?** .... _____________

3a. **How many total attendees did your organization train in 2017?** .... _____________
3b. **Approximately how many unique individuals does this represent?**
Exclude multiple registrations so each person is counted once. .... _____________

4. **Which of these meeting planning activities did your organization outsource in 2017?**

- ❑ None
- ❑ All meeting planning functions
- ❑ A/V services
- ❑ Education/curriculum development
- ❑ Expo/trade show sales
- ❑ Expo/trade show management
- ❑ Housing
- ❑ Marketing
- ❑ Meeting management
- ❑ Registration services
- ❑ Site selection
- ❑ Other *(specify)* ____

5. **Please describe your Board/committee meetings and educational seminars.**

	Standalone Board or Committee Meetings	Educational Seminars
Number of meetings a year	___________	____________
Month(s) meeting(s) held	___________	____________
Room block size	___________	____________
Average attendance	___________	____________

C: PROFESSIONAL SPEAKERS

Please note that we distinguish between professional speakers and industry speakers who may still receive a fee.

1. **Did your organization hire professional speakers for any of its meetings held in the previous calendar year?**
   ❑ No ❑ Yes: if yes, how many professional speakers did you hire in 2017? ____

[Display remainder if C1.2; skip to D if C1.1]

2. **How much did your organization spend in monetary compensation when hiring professional speakers in 2017?** *(use drop-down menu)*
   ❑ Zero
   ❑ $1 to $2,499
   ❑ $2,500 to $4,999
   ❑ $5,000 to $7,499
   ❑ $7,500 to $9,999
   ❑ $10,000 to $14,999
   ❑ $15,000 to $19,999
   ❑ $20,000 or $24,999
   ❑ $25,000 or more

3. **Does your organization typically use a speakers bureau for recommending or hiring professional speakers?**
   ❑ Always ❑ Frequently ❑ Sometimes ❑ Never

4. **What were the primary methods your organization used to identify professional speakers for consideration when planning meetings held in 2017?** *(check all that apply)*
   ❑ Web searches (e.g., Google)
   ❑ Social media (e.g., LinkedIn, Twitter, Facebook)
   ❑ Speakers we've seen/worked with before
   ❑ Direct solicitations from speakers
   ❑ Speaker proposal process
   ❑ Other *(specify)* ______________________________
   ❑ Recommendations from staff
   ❑ Recommendations from professional networks
   ❑ Recommendations from members
   ❑ Recommendations from speaker bureaus

5. **Who led the process for selecting which professional speakers to hire in 2017?** *(check all that apply)*
   ❑ Chief staff executive
   ❑ Chief elected officer (board member)
   ❑ Senior education/professional development staff member
   ❑ Committee chair
   ❑ Staff committee
   ❑ Board or volunteer committee
   ❑ Case-by-case basis
   ❑ Other *(specify)* ______________________________

6. **Which best summarizes what you asked of the professional speakers that you hired?** *(check one)*
   ❑ We required only their presentation
   ❑ We requested them to provide more than a presentation, such as a blog post/article or promotional video
   ❑ We required them to provide more than a presentation, such as a blog post/article or promotional video.

[Display if C6.2 or C6.3]

7. **What else did your organization request/require of professional speakers hired in 2017?** *(check all that apply)*
   ❑ Nothing; we do not request or require anything more of the professional speakers we hire.
   ❑ Write a post for the organization's or meeting's blog
   ❑ Participate in a pre-meeting educational experience (whether digital, in-person, or via phone)
   ❑ Participate in a post-meeting educational experience (whether digital, in-person, or via phone)
   ❑ Record a promotional video
   ❑ Write a newsletter/magazine article
   ❑ Be interviewed for a publication of any type
   ❑ Participate in other elements of the primary meeting
   ❑ Other *(specify)* ______________________________

D: MAJOR MEETING *Please answer these questions for your meeting in 2017 with the largest total attendance.*

Participation

1. **Please estimate the following for your 2017 major meeting:**

Registration & Revenue

How many staff* attended? .... _____
How many registered** and attended.. _____
How many registered and did not attend .... _____
What percentage of your membership attended? .... _____ %
What share of your annual revenue came from the event?*** .... _____ %

** Including contracted staff, consultants, and interns. ** paid and unpaid.*
**** including registration, sponsorship, and exhibit revenue.*

Timing, Hotel & Logistics

When was it held (date)? .... _____
Peak number of hotel rooms... _____
Largest meeting room capacity .... _____
Number of meals .... _____
Largest meal function attendance.. _____

What type of facility was used/will be used for your association's/organization's convention/conference?
(i.e., where were your general sessions held during your event) (check one)
❑ Single Hotel ❑ Multiple hotels ❑ Convention/Conference Center
❑ Other *(describe)* ____

Can your association/organization meet outside of your state? ❑ Yes ❑ No *[display if A1.1 or 3]*
Can your association/organization meet outside of the U.S.? ❑ Yes ❑ No

Content

2. **How many days did this meeting span?** *Please use a decimal for part of a day.* _____
Which days was it held?
❑ Monday ❑ Tuesday ❑ Wednesday ❑ Thursday ❑ Friday ❑ Saturday ❑ Sunday

3. **What was the total number of sessions offered at the major meeting held in 2017?**
Plenary/General Sessions: session for all participants .... ____________
Concurrent Sessions: maximum number of sessions scheduled at same time ..... ____________
Total Number of Tracks for concurrent sessions .... ____________

4. **Did you provide live video streaming of content from your 2017 major meeting?**
Plenary/general sessions: .... ❑ Yes, for all ❑ Yes, for some ❑ No
Concurrent sessions: .... ❑ Yes, for all ❑ Yes, for some ❑ No

Speakers

5. **How many speakers presented at your 2017 major meeting?**
Count each speaker once regardless of whether they presented multiple times.

Professional Speakers: speaker who primarily makes a living from speaking engagements _____
Industry Speakers: practitioner or subject matter expert from your organization's industry _____

6. **What primary methods did you use to identify industry speakers for consideration in your 2017 major meeting?**
(check all that apply)
❑ Direct solicitations from industry practitioners
❑ Speaker proposal process
❑ Speakers we've seen/worked with before
❑ Recommendations from staff
❑ Recommendations from volunteer committee
❑ Recommendations from board members
❑ Recommendations from membership
❑ Recommendations from suppliers
❑ Recommendations from industry partner organizations
❑ Other *(specify)* ____

7. **What was in the standard compensation package your organization provided to industry speakers for its 2017 major meeting?** *(check all that apply)*

- ❑ None; we did not offer compensation to industry speakers.
- ❑ Complimentary registration for the full meeting
- ❑ Complimentary registration for part of the meeting
- ❑ Reduced registration rate
- ❑ Documentation of continuing education (e.g., CE, CEU, CME, CPE or CLE) at no additional charge
- ❑ Complimentary lodging or reimbursement for lodging
- ❑ Complimentary transportation or reimbursement for transportation
- ❑ Complimentary meals or reimbursement for meals
- ❑ Honorarium or stipend
- ❑ Other *(specify)* ______________________________

[display if not D7.1]

7b. **What is the monetary value of the standard compensation package offered to industry speakers:** $ ________

Planning

8. **Who in your organization was involved in planning the meeting?** *(check all that apply)*

- ❑ Chief staff executive
- ❑ Chief elected officer (i.e. board member)
- ❑ Senior education/PD staff member
- ❑ Board/Board committee
- ❑ Staff committee
- ❑ Volunteer committee
- ❑ Other *(specify)* ______________________________

9. **Who served on a committee or as the individual making the final venue/site recommendation?**

- ❑ Staff (e.g. chief staff executive or staff committee)
- ❑ Board (e.g. chief elected officer or board of directors)
- ❑ Volunteer (e.g. committee chair or volunteer committee)
- ❑ Other *(specify)* ______________________________

10. **Did your organization use a convention and visitors bureau for recommending the venue/site of the major meeting held in 2017?**

❑ Yes ❑ No

Other

11. **Did your organization offer a room block for your organization's major meeting held in 2017?**

❑ No ❑ Yes: if yes, what percent of rooms did your organization pick up? ______

12. **Did your organization host exhibits at the major meeting held in 2017?**

❑ No ❑ Yes: if yes, how many exhibits were hosted there? ____

E: SPEAKER PREPARATION

1. **Did your organization do things to prepare speakers for the 2017 major meeting?**
   - ❑ Yes, for professional speakers *[display first column in F2,3,3b.4]*
   - ❑ Yes, for industry speakers *[display second column in F2,3,3b.4]*
   - ❑ No, for either group of speakers *[skip to F]*

2. **How did your organization prepare speakers for the 2017 major meeting?** *(check all that apply)*

	Professional Speakers	Industry Speakers
Individual coaching	❑	❑
Conference call	❑	❑
Digital meeting	❑	❑
In-person meeting	❑	❑
E-mail	❑	❑
Dedicated Web site or portal for speakers	❑	❑

3. **What type of content did your organization provide to speakers to prepare them for the major meeting held in 2017?** *(check all that apply)*

	Professional Speakers	Industry Speakers
Venue or session logistics	❑	❑
Training or tips for better presentations	❑	❑
Information about expected attendees (e.g., number, interests or skills)	❑	❑
Information about overarching themes or content tracks at the meeting	❑	❑
Information about the speaker or session evaluation process	❑	❑
Expectations about content and learner objectives	❑	❑

3b. **How many months in advance of the 2017 major meeting did you communicate expectations about content and learner objectives to:** *[display if E3.6.1 or E3.6..2]*

Professional speakers:____ Industry speakers: ____

4. **How many of your speakers did your organization collaborate with to tailor presentation submissions (e.g., titles, descriptions, content, or learner objectives) for the 2017 major meeting?**

	Professional Speakers	Industry Speakers
Yes, with 100%	❑	❑
Yes, with 50%-99%	❑	❑
Yes, with fewer than 50%	❑	❑
None	❑	❑

F: EVALUATION

1. **Did your organization gather attendee feedback about the content and/or quality of your 2017 major meeting?**
   ❑ Yes ❑ No

[display if F1.1]

2. **Which types of evaluations did you conduct among attendees at or following the 2017 major meeting?** *(check all that apply)*
   - ❑ Evaluations of the overall meeting
   - ❑ Evaluations of each speaker
   - ❑ Evaluations of each session
   - ❑ Other *(specify)* ____________________

2b. **How did your organization collect evaluations from attendees at or following the major meeting held in 2017?** *(check all that apply)*
   - ❑ Attendees completed paper-based evaluations.
   - ❑ Attendees completed online evaluations.
   - ❑ Attendees completed app-based evaluations via their mobile phones.
   - ❑ Other *(specify)* ____________________

3. **Did you measure whether learning occurred at the 2017 major meeting?**
❑ Yes ❑ No *[skip to G]*

3b. **How did you measure whether learning occurred at the major meeting held in 2017?** *(check all that apply)*
❑ Through evaluation questions that align with learning objectives
❑ Through post-session assessments or follow-ups
❑ Through post-meeting assessments or follow-ups
❑ Through a combination of pre-meeting and post-meeting assessment
❑ Through evaluations conducted a month or more following the meeting
❑ Other *(specify)* ______________________________

G: PROFILE: TOP EDUCATION STAFFER

Please describe the most senior member of your organization's education or professional development function.

1. **What is the title of the most senior member of your education/professional development function?** *(check one)*
❑ Chief staff officer (CEO/President)
❑ Senior Vice President or Vice president
❑ Director
❑ Manager
❑ Coordinator
❑ Other *(specify)* ______________________________

2. **What is their base annual salary?** *(use drop-down menu)*
❑ $105k or more ❑ $90-$104.9k ❑ $75- $89.9k ❑ $60-$74.9k ❑ $45-$59k ❑ $30- $44.9k ❑ < $30k

3. **What is the highest level of education obtained by them?**
❑ High school
❑ Post high school, technical or vocational diploma
❑ Some college
❑ Associate's degree
❑ Bachelor's degree
❑ Graduate degree
❑ Ph.D./Post-doctoral degree
❑ Other *(specify)* ______________________________

4. **What professional designations does the most senior member of your organization hold?** *(check all that apply)*
❑ Certified Association Executive (CAE)
❑ Certified Meeting Professional (CMP)
❑ Certification in Meeting Management (CMM)
❑ Other *(specify)* ______________________________

5. **What is their gender?** ❑ Male ❑ Female ❑ Other

6. **What is their approximate age?** *(use drop-down menu)*
❑ 18 to 24 ❑ 25 to 34 ❑ 35 to 44 ❑ 45 to 54 ❑ 55 to 64 ❑ 65 or older

7. **Which best describes their ethnicity?** *(check all that apply)*
❑ Asian
❑ Black/African descent
❑ East Indian
❑ Latino/Hispanic
❑ Middle Eastern
❑ Native American
❑ Pacific Islander
❑ White/Caucasian
❑ Other *(specify)* ______________________________

Thank-you for taking the time to complete this questionnaire.
Your response will help us provide important insights into association education programs.