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FutureResults

ABC Co May Marketing Innovations Summit 2005 Telephone Interviews Nov-05

Conducted by:
Marketech, Inc.
19 Powder Hill Way
Westboro, MA 01581
508/836-2633
www.stafftraining.com

Survey Purpose

- ◆ To determine reasons that keep attendees coming back to the May Summit and reasons attendees might not be able to attend.
- ◆ To obtain feedback on things attendees felt could be improved at the May Summit.
- ◆ To determine what attendees liked best about the previous Summits and other conferences they may have attended.
- ◆ To determine the importance of event location, facility amenities, proximity to restaurants and other entertainment.
- ◆ To learn why attendees might not submit for ABC Co's market award and whether or not giving assistance in the process would change their decisions to submit.
- ◆ To find out if attendees would be interested in adding a day (with added fee) of focused training about Campaign functionality.

Survey Methodology

The survey was conducted by telephone. Respondents were chosen and ABC Co notified the respondents of the impending survey in advance by email. The call list was comprised of 40 different attendees from ABC Co's 2005 May Marketing Innovations Summit.

Respondents were asked the questions and the interviewer recorded answers. Interviewer recorded as much verbatim as possible for all questions, including volunteered comments.

A total of 20 interviews were completed. Six of the original 40 listings were not usable for reasons such a 'no longer with the company' or the phone message indicated the line belonged to a person other than the listing. Adjusted response rate was 58%.

Usable listings were called up to four (4) times or until reached for the survey. After the fourth attempt, we felt it would be perceived as 'pesty' to continue calling the same person.

Key Findings

2006 Attendance Plans

Seventy-five percent (75%) of those called indicated they will be attending the 2006 event.

Why They Won't Come

The primary reasons for not attending the event centered around budget constraints, the event not being held in Boston (lose access to ABC Co personnel), personal scheduling conflicts and company rotation of who was sent to these events.

What Keeps Them Coming Back

The most often cited reasons for coming back to the May event were: to learn about ABC Co's products, to see what was new, to network with others who used these products and to interface with ABC Co experts. They like learning from one another.

Attendees liked having access to ABC Co staff at the event so they could ask questions and get problems solved right away; they liked the case studies presented at the event; they had mixed interest in the vendor partners who exhibited-- some liked seeing partners and what their directions were and some didn't care about it at all.

Event Improvement Suggestions

Specific event improvements cited included: having specific product information for individual products versus 'high level' or 'broad brush' overviews; addressing a specific version of the product--like only talk about Campaign 4; offer more focus opportunities about 'work around' type solutions for existing products; offer more case studies; set up more networking situations that accommodate the less 'social' types-- like structured lunch discussion groups and roundtables.

We found that managers like having a general overview and hearing about ABC Co's forward direction so they can apply to their companies' strategic directions, and that front line people like the detail about product use.

What They Liked Most About Other Conferences

Things these attendees liked most included: networking opportunities and one-to-one or intimate discussions; hearing where ABC Co is going in the future; case studies are very popular; hosting the event in Boston so more ABC Co personnel are attending; and setting up open-ended discussions with open-ended Q/A.

Important Concerns Connected to Event Location/Facility

The most important concerns about the location and facility where the event was held were: proximity to restaurants and night life; hotel amenities; and hotel's proximity to a major airport.

Key Findings Continued

Liked Most Continued

The least important concerns about the location and facility were: holding the event in an unusual location and resort destinations. This group comes to learn so the setting is less important.

Several were surprised the event was not in Boston in 2006 and some indicated this would prevent them from attending. One said that having it in Boston seemed to afford access to a greater number of ABC Co personnel which was important in getting questions answered during the event.

About the Marketing Award Submissions

About two-thirds (60%) had not submitted for the marketing award in the past because they were either not aware of the award, thought the process too intimidating/daunting to go through, didn't feel their company had done anything worthy of submission or their companies would not allow disclosure of the information.

Half of the respondents (50%) said they would submit for 2006 and half said they would not.

One respondent commented that she thought the whole idea of the awards is odd. She thought it strange for a company to "throw their hat in the ring" rather than be presented to a company who has done the work and is being recognized for excellence without "submitting for it"

There were no suggestions of value relative to what ABC Co could do to get these companies to submit because either their companies wouldn't allow submission or they had nothing 'good' to submit. The offer of assistance overcame other objections..

Almost all indicated 'sure, we'd take ABC Co's assistance' should they decide to submit.

Continued

Key Findings Continued

Added Day Of Focused Training

Fifteen of the 20 who responded (75%) said they would be interested in attending an added day of focused training about Campaign functionality.

If they were not interested in the added day it was because it was too many days out of the office or the training on that topic was not of value.

Volunteered comments from those who said 'yes:' didn't want the course to be 'a new to ABC Co' level - wanted something deeper; felt it would be a nice way to leverage the travel expenses; want the added day to be more 'in-depth' type training; what's the cost; wanted topic to be about Affinium. One person indicated he'd be more inclined to bring his front line people if this were offered.

Key Points Restated

- Attendees will come assuming budgets allow.
- They like Boston as a conference city because there is a perception it gives greater access to ABC Co personnel. They like having access to ABC Co personnel to get questions answered on the spot.
- Many prefer structured networking opportunities rather than a 'do it yourself' environment,' and feel networking (learning from others) is a top reason to come.
- Management wants to hear how to manage the systems and where ABC Co is going; front line people want to learn tips on using the systems.
- About half who attended in past would be willing to submit for the marketing award and would appreciate ABC Co's help with filling out the submission forms.
- Many companies do not allow award submission (privacy reasons).

Three-fourths would attend (and pay for) an extra day of focused training (Campaign functionality).