

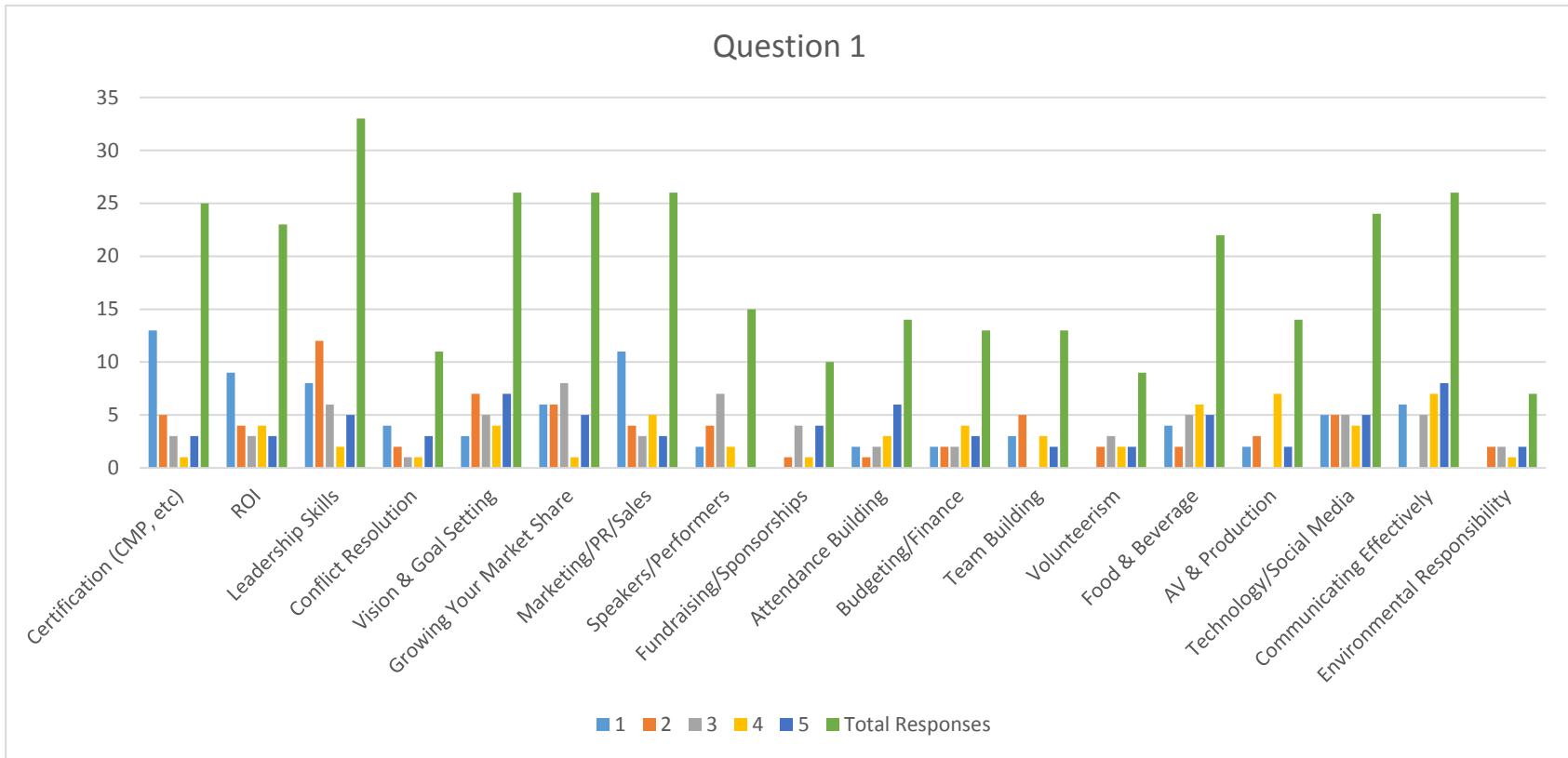


Chapter Needs Survey Results

1. What areas of education interest you most?

(select your top 5 by numbering them 1-5, with 1 being the most interesting and 5 being the least interesting)

<u>Answer</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>Total Responses</u>
Certification (CMP, etc)	13	5	3	1	3	25
ROI	9	4	3	4	3	23
Leadership Skills	8	12	6	2	5	33
Conflict Resolution	4	2	1	1	3	11
Vision & Goal Setting	3	7	5	4	7	26
Growing Your Market Share	6	6	8	1	5	26
Marketing/PR/Sales	11	4	3	5	3	26
Speakers/Performers	2	4	7	2	0	15
Fundraising/Sponsorships	0	1	4	1	4	10
Attendance Building	2	1	2	3	6	14
Budgeting/Finance	2	2	2	4	3	13
Team Building	3	5	0	3	2	13
Volunteerism	0	2	3	2	2	9
Food & Beverage	4	2	5	6	5	22
AV & Production	2	3	0	7	2	14
Technology/Social Media	5	5	5	4	5	24
Communicating Effectively	6	0	5	7	8	26
Environmental Responsibility	0	2	2	1	2	7

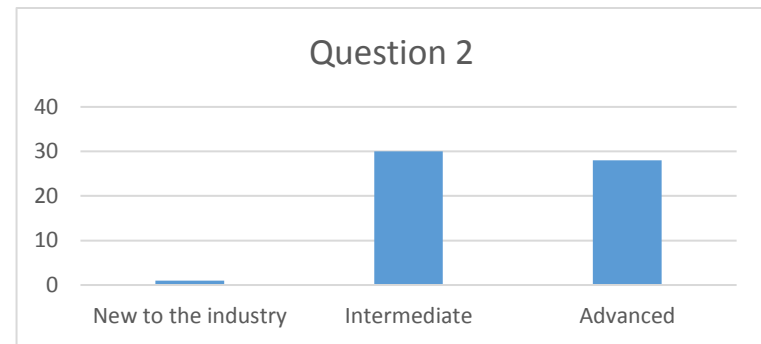


2. What level of education do you prefer?

Answer	Response	%
New to the industry	1	2%
Intermediate	30	51%
Advanced	28	47%

Key Takeaways:

No beginner levels of education - intermediate & advanced only

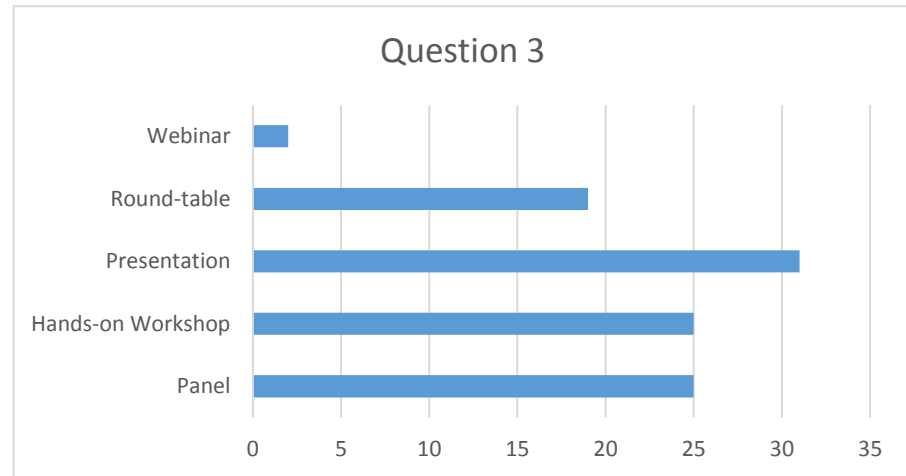


3. What meeting format do you prefer as a forum for education? (please select your top 2)

<u>Answer</u>	<u>Response</u>	<u>%</u>
Panel	25	42%
Hands-on Workshop	25	42%
Presentation	31	53%
Round-table	19	32%
Webinar	2	3%

Key Takeaways:

Presentation is preferred format
 Webinars are not favored
 All others are viewed equally

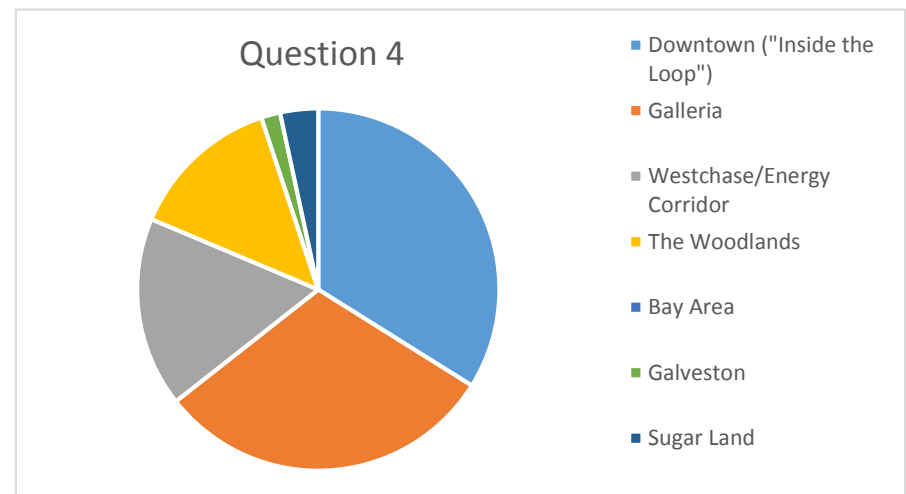


4. What is your preferred educational meeting location?

<u>Answer</u>	<u>Response</u>	<u>%</u>
Downtown ("Inside the Loop")	20	34%
Galleria	18	31%
Westchase/Energy Corridor	10	17%
The Woodlands	8	14%
Bay Area	0	0%
Galveston	1	2%
Sugar Land	2	3%

Key Takeaways:

Downtown & Galleria are preferred locations
 Energy Corridor & Woodlands of moderate interest
 Little to no interest in all other locations



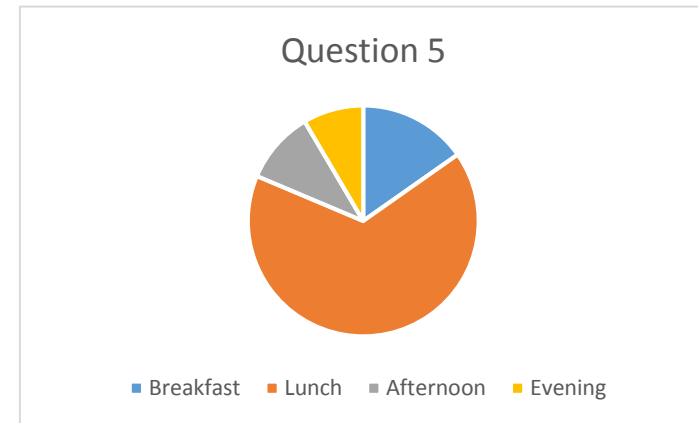
5. What is your preferred time of day for educational meetings?

<u>Answer</u>	<u>Response</u>	<u>%</u>
Breakfast	9	15%
Lunch	39	66%
Afternoon	6	10%
Evening	5	8%

Key Takeaways:

Lunch is the most popular time slot

All other time slots are of moderate interest; no clear "least favorite"

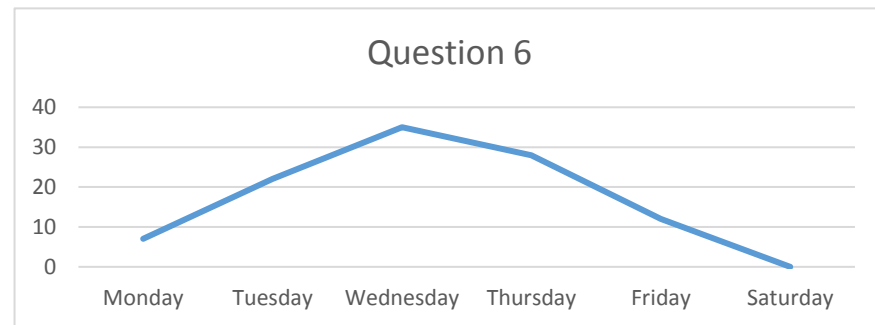


6. What day of the week are MPI-HAC events most convenient for you? (select top 2)

<u>Answer</u>	<u>Response</u>	<u>%</u>
Monday	7	12%
Tuesday	22	37%
Wednesday	35	59%
Thursday	28	47%
Friday	12	20%
Saturday	0	0%

Key Takeaways:

midweek (Tue-Thurs) is preferred

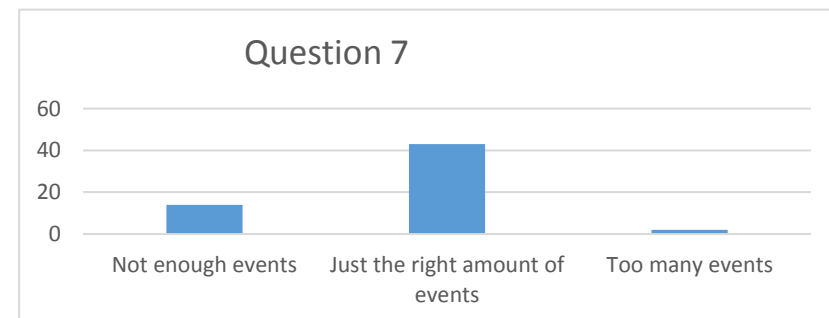


7. How would you best describe the frequency of MPI-HAC events?

<u>Answer</u>	<u>Response</u>	<u>%</u>
Not enough events	14	24%
Just the right amount of events	43	73%
Too many events	2	3%

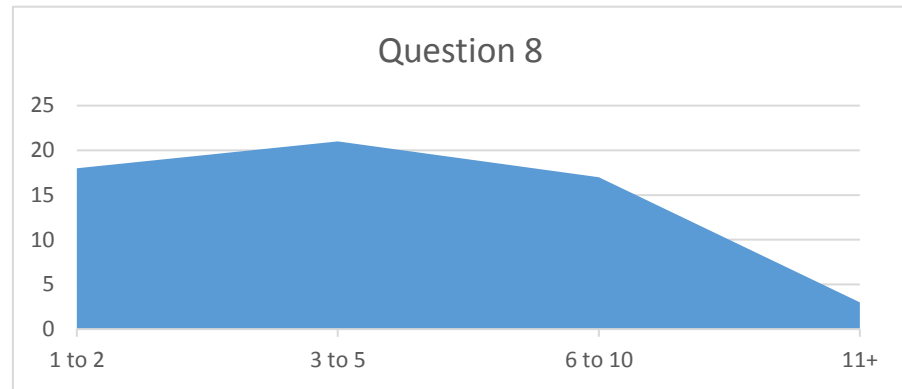
Key Takeaways:

most attendees feel the current event volume is sufficient; perhaps slightly more would be beneficial



8. How many MPI-HAC events have you attended in the past year?

<u>Answer</u>	<u>Response</u>	<u>%</u>
1 to 2	18	31%
3 to 5	21	36%
6 to 10	17	29%
11+	3	5%

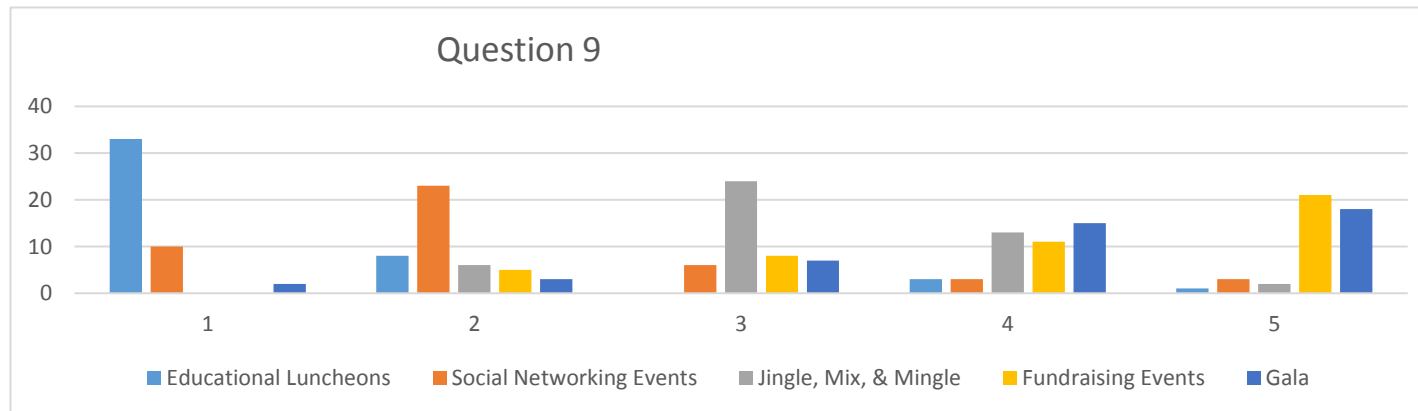


Key Takeaways:

even spread of event attendance with the exception of 11+ (all)

9. Please rank the following MPI-HAC events in order of your favorite to least favorite? (drag and drop into place; 1=favorite, 5=least favorite)

<u>Answer</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
Educational Luncheons	33	8	0	3	1
Social Networking Events	10	23	6	3	3
Jingle, Mix, & Mingle	0	6	24	13	2
Fundraising Events	0	5	8	11	21
Gala	2	3	7	15	18



Key Takeaways:

Luncheons are the preferred event format, followed by social events
Gala & Fundraising Events are least favorite

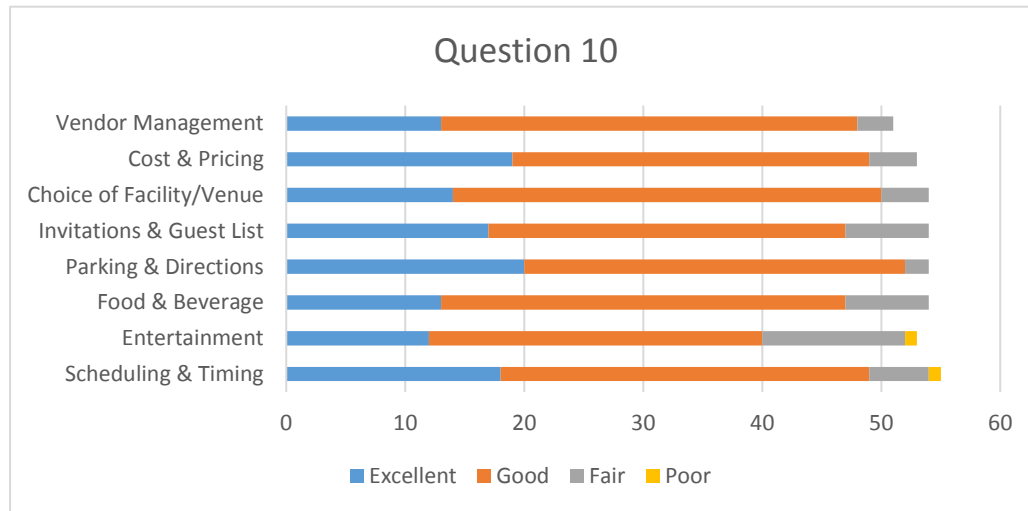
10. Please rate the following aspects of the social events:

<u>Question</u>	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Mean</u>
Scheduling & Timing	18	31	5	1	1.8
Entertainment	12	28	12	1	2.04
Food & Beverage	13	34	7	0	1.89
Parking & Directions	20	32	2	0	1.67
Invitations & Guest List	17	30	7	0	1.81
Choice of Facility/Venue	14	36	4	0	1.81
Cost & Pricing	19	30	4	0	1.72
Vendor Management	13	35	3	0	1.8

Key Takeaways:

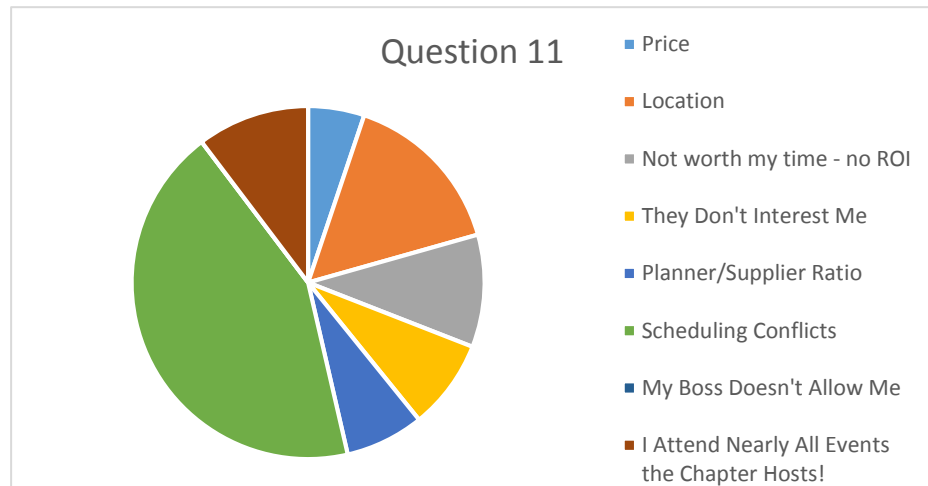
Highest Rated: parking & directions

Lowest Rated: entertainment



11. What prevents you from attending more MPI events? (select all that apply)

<u>Answer</u>	<u>Response</u>	<u>%</u>
Price	5	8%
Location	15	25%
Not worth my time - no ROI	10	17%
They Don't Interest Me	8	14%
Planner/Supplier Ratio	7	12%
Scheduling Conflicts	42	71%
My Boss Doesn't Allow Me	0	0%
I Attend Nearly All Events the Chapter Host	10	17%



Key Takeaways:

Most Frequent Obstacle: scheduling conflict
"My Boss Doesn't Allow Me" is never a reason
all others are moderate factors

12. What type of events would you like to see the chapter host in the future? (open ended)

empowering women

CMP

Facilitated Networking

More CME credits

More Jingle Mix events

educational

More happy hour type events

Breakfast Meetings

CMP info sessions and study groups

vendor/supplier relationships

Teambuilding

Educational lunches and visiting new venues

teambuilding

real education

Continuing Education

Breakfast meetings

Networking, business development

bring back dinner with the Chef

workshop or luncheon with innovative ideas on how to keep attendees engaged and or entertained at your functions

CSR Related Events; Continuing Education Events; Events for New Members and/or Seasoned Members Only; Focus Groups

Education and How to network

More day time events. I have young kids that I need to get home to at night.

Breakfast

More educational sessions

Hands on charity work that all members can participate in.

educational webinars

Supplier tradeshow

Trade Shows

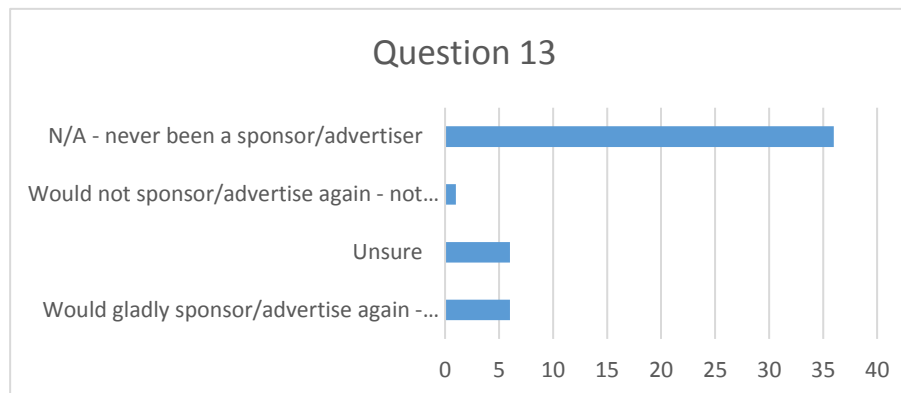
Executive Dinner

13. If you have been a sponsor/advertiser in the past, what best describes your experience:

<u>Answer</u>	<u>Response</u>	<u>%</u>
Would gladly sponsor/advertise again - totally w	6	12%
Unsure	6	12%
Would not sponsor/advertise again - not wor	1	2%
N/A - never been a sponsor/advertiser	36	73%

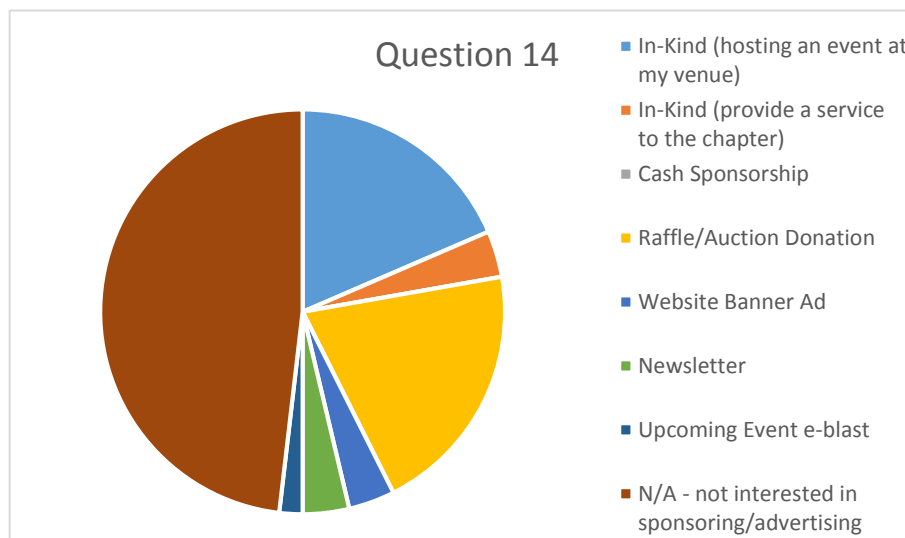
Key Takeaways:

most respondents have never sponsored



14. If interested in sponsorship/advertising, which opportunities interest you? (select all that apply)

<u>Answer</u>	<u>Response</u>	<u>%</u>
In-Kind (hosting an event at my venue)	10	23%
In-Kind (provide a service to the chapter)	2	5%
Cash Sponsorship	0	0%
Raffle/Auction Donation	11	25%
Website Banner Ad	2	5%
Newsletter	2	5%
Upcoming Event e-blast	1	2%
N/A - not interested in sponsoring/advertisi	26	59%

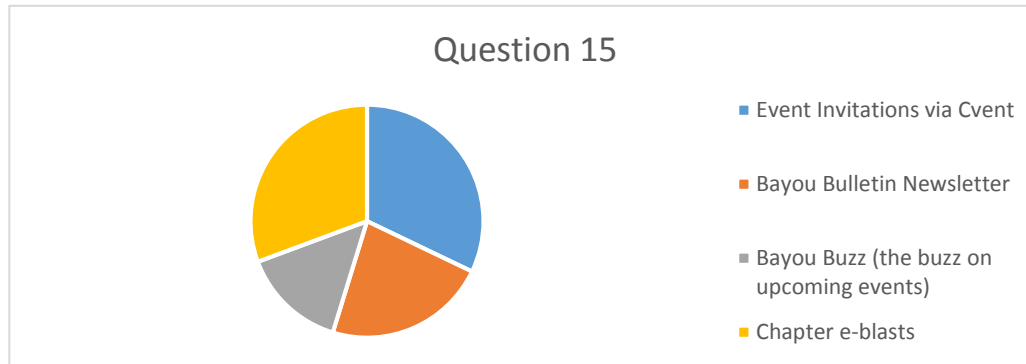


Key Takeaways:

Of those that are interested in sponsoring, hosting an event or donating a raffle item are the most preferred ways of doing so more than half of respondents have no interest in sponsorship

15. Which of the following MPI-HAC communications do you receive? (select all that apply)

<u>Answer</u>	<u>Response</u>	<u>%</u>
Event Invitations via Cvent	44	80%
Bayou Bulletin Newsletter	31	56%
Bayou Buzz (the buzz on upcoming events)	20	36%
Chapter e-blasts	42	76%

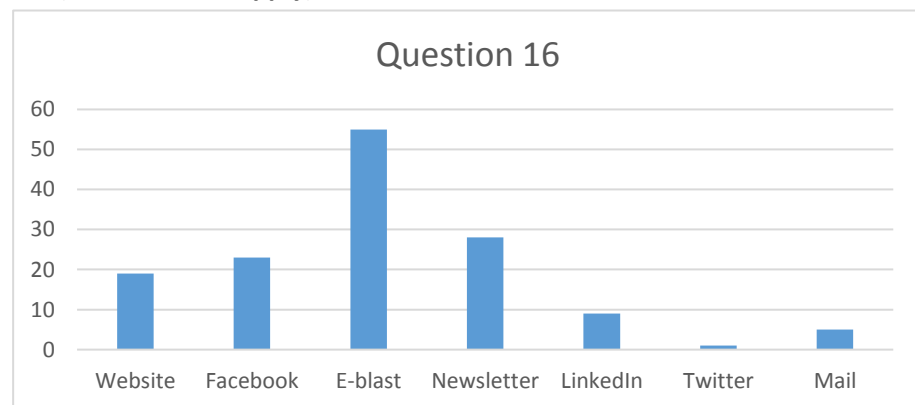


Key Takeaways:

All receipt confirmations above 50% except Bayou Buzz

16. How do you prefer the chapter to communicate information to you? (select all that apply)

<u>Answer</u>	<u>Response</u>	<u>%</u>
Website	19	32%
Facebook	23	39%
E-blast	55	93%
Newsletter	28	47%
LinkedIn	9	15%
Twitter	1	2%
Mail	5	8%

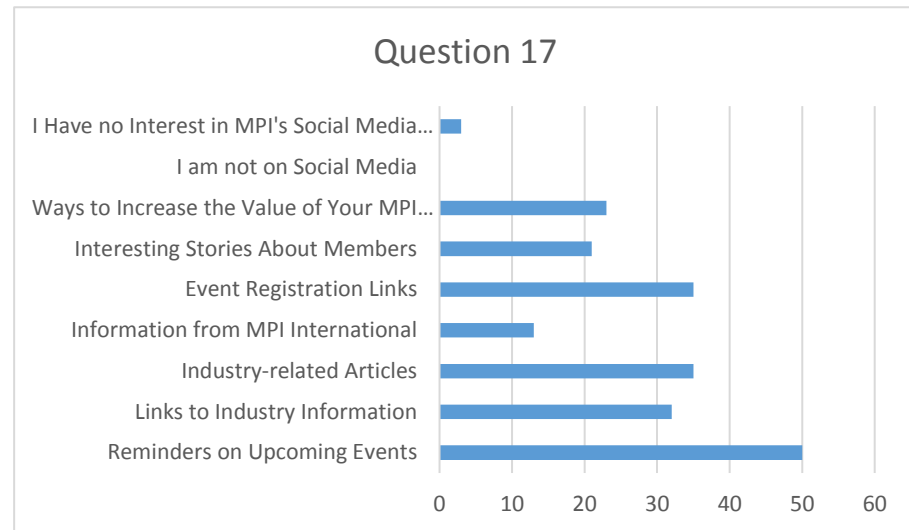


Key Takeaways:

e-blast is the most preferred form of communication; Twitter the least

17. Which content is/would be the most useful on our social media pages? (select all that apply)

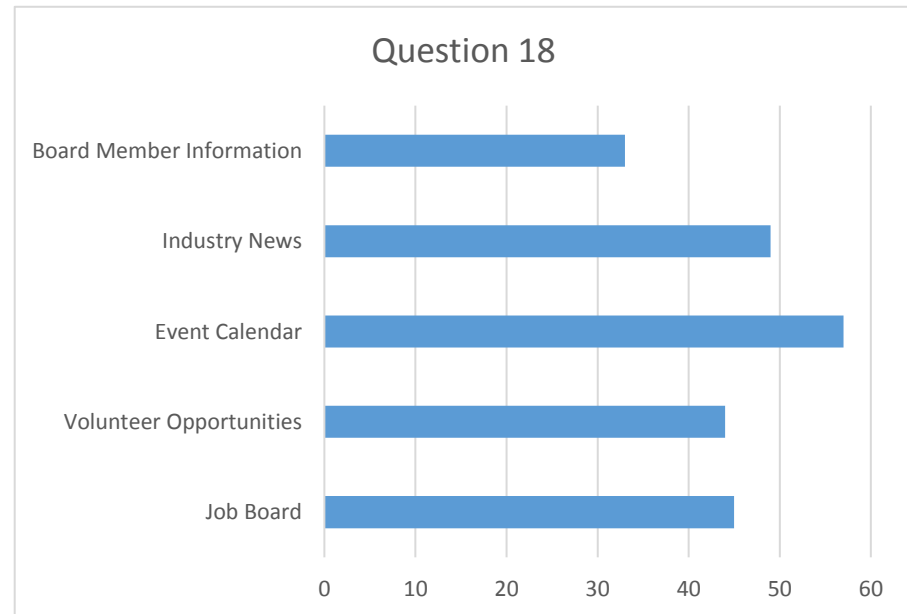
Answer	Response	%
Reminders on Upcoming Events	50	86%
Links to Industry Information	32	55%
Industry-related Articles	35	60%
Information from MPI International	13	22%
Event Registration Links	35	60%
Interesting Stories About Members	21	36%
Ways to Increase the Value of Your MPI Memb	23	40%
I am not on Social Media	0	0%
I Have no Interest in MPI's Social Media Pres	3	5%



18. MPI-HAC is in the process of creating a new website which will launch on October 1st.

Please check all the content below that you would like to see on the new website.

Answer	Response	%
Job Board	45	78%
Volunteer Opportunities	44	76%
Event Calendar	57	98%
Industry News	49	84%
Board Member Information	33	57%



19. Should anything else be included on the new MPI-HAC website?

Links to resources

Membership, Sponsorship,

Continuing Education Classes / Webinars

Education with CEU credits

Updated Photo Album; Section About Members on the Move or Member Achievements (personal and professional)

Registration button for functions

Membership Information, Sponsorship Opportunities

Have a customer service tab calling out all BOD, volunteers, staff name/title/role/and contact email ; New member spotlight section;

better sponsor logo placement i.e. dedicated web page or flashing banner across bottom or top of website; Board Member Bios

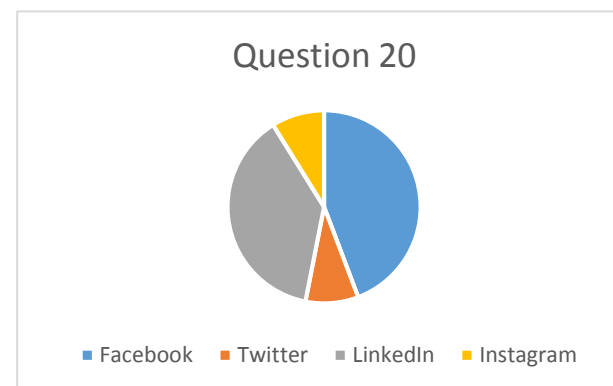
Registration links, member directory

20. Which social media platforms are most important to you? (select all that apply)

<u>Answer</u>	<u>Response</u>	<u>%</u>
Facebook	50	86%
Twitter	10	17%
LinkedIn	43	74%
Instagram	10	17%

Key Takeaways:

Facebook & LinkedIn are the most popular

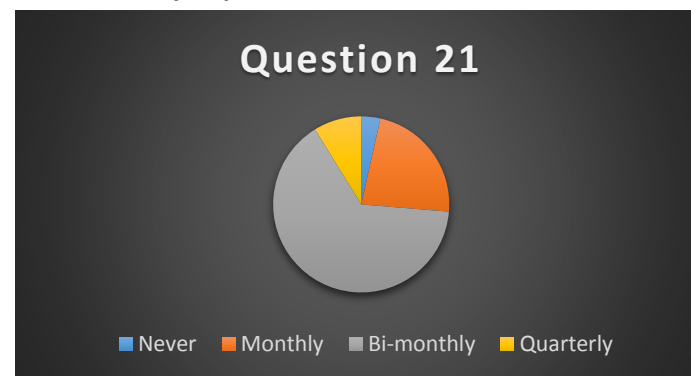


21. The MPI-HAC Bayou Bulletin newsletter is currently released bi-monthly – how often do you prefer to receive it?

<u>Answer</u>	<u>Response</u>	<u>%</u>
Never	2	4%
Monthly	13	23%
Bi-monthly	37	65%
Quarterly	5	9%

Key Takeaways:

most prefer the current voluem of newsletter; bi-monthly

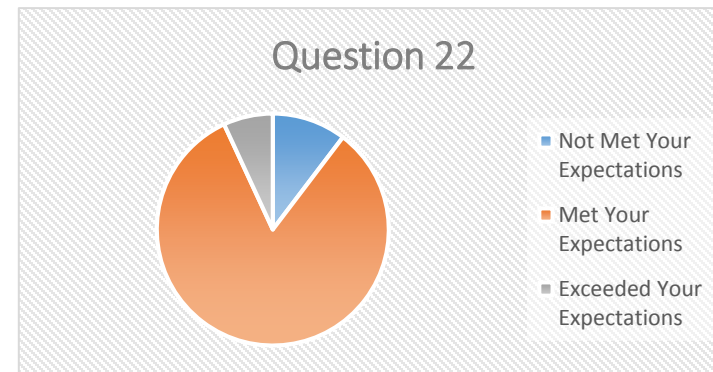


22. What best describes your MPI Membership satisfaction?

<u>Answer</u>	<u>Response</u>	<u>%</u>
Not Met Your Expectations	6	10%
Met Your Expectations	48	83%
Exceeded Your Expectations	4	7%

Key Takeaways:

chapter is meeting expectations; not exceeding or failing



23. Why do you belong to MPI-HAC? (select top 3)

<u>Answer</u>	<u>Response</u>	<u>%</u>
To Learn About Career Opportunities	9	15%
For Networking/Contacts/Peer Interactior	50	85%
To Keep Abreast of Industry Trends	38	64%
My Boss Makes Me	0	0%
To Attend Chapter Events	12	20%
To Develop Business Skills & Knowledge	34	58%
To Develop Personal Skills & Knowledge	17	29%
To Discover New Meeting Venues	14	24%
For MPI International Benefits (magazine, e	2	3%
To Gain Potential Sales Leads	23	39%
To Serve on a Local Board/Committee	8	14%
To Belong to an Industry Association	18	31%

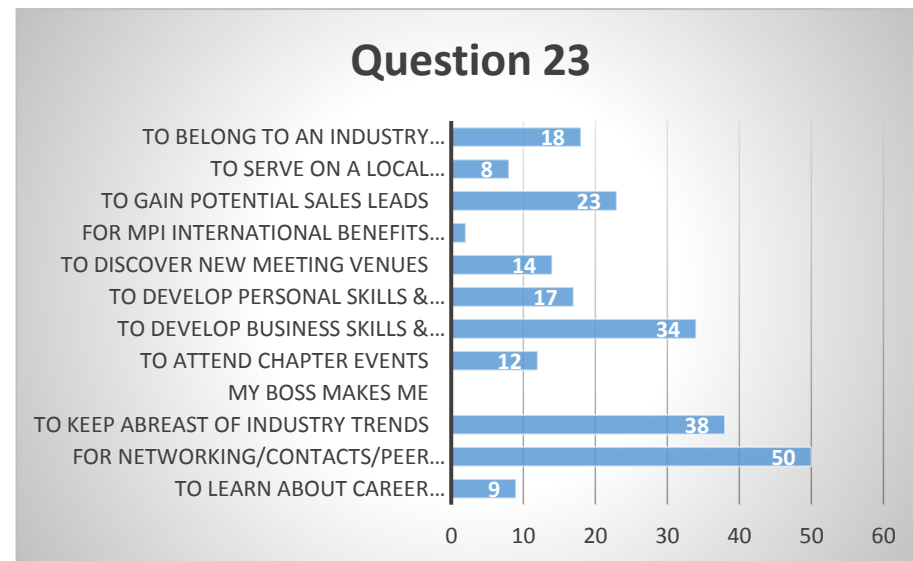
Key Takeaways:

Top Reasons:

Networking

Industry Trends

Develop Bsuiness Skills

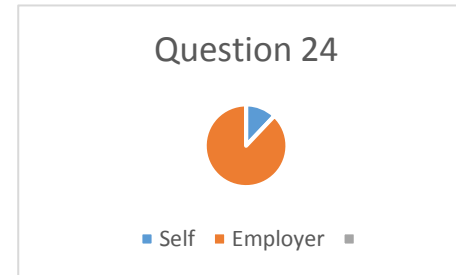


24. Who pays for your membership?

<u>Answer</u>	<u>Response</u>	<u>%</u>
Self	7	12%
Employer	51	88%

Key Takeaways:

vast majority of respondents' employers pay for their membership



25. Do you intend to renew your membership once it expires?

<u>Answer</u>	<u>Response</u>	<u>%</u>
Yes	58	98%
No	1	2%



26. What could MPI-HAC do to increase the value of your membership?

More education

Offer some free opportunities

Provide more networking opportunities

CMP groups

More fun which would lead to more member interaction

make it a more engaging, fun group

Monthly events could be more interesting with more networking.

upgrade education

Education Classes / Lunch and Learn / Webinars that Apply Towards Credit for CMP

Better speakers

Need ROI, business networking/client appointments

I would like to see MPI pay for past presidents - keep retention and to keep them involved with the members.

Have reunion of past board members to brainstorm from each other, it might spark an interest in getting more people involved again

More interaction and communication; Volunteers need to be kept up to date and given things to do;

Do at least one speed networking event or reverse tradeshow event per year

Help refer more business leads. Have a posting if someone is looking for a venue - other venues could contact to create business.

Always communicate the value of members' membership before a meeting and discuss any organizational highlights/wins

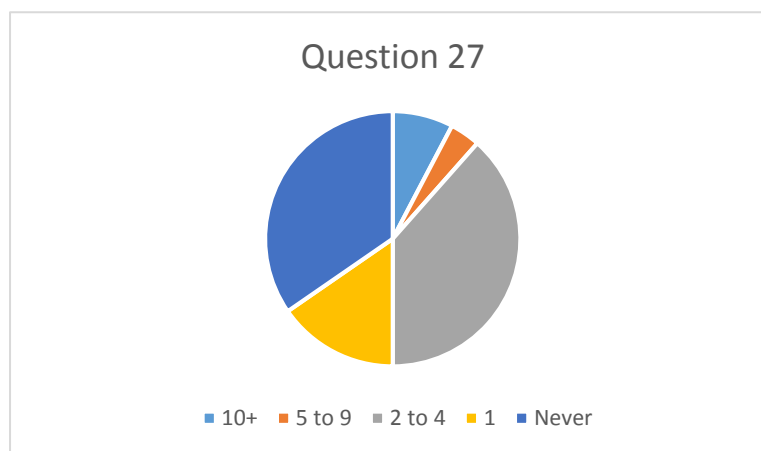
Increase ROI by allowing greater communication/networking with planners and create ROI for planners to attend

More networking events

Meeting with Professionals

27. How often do you “buy” from MPI annually? (purchase products from a MPI supplier)

<u>Answer</u>	<u>Response</u>	<u>%</u>
10+	4	8%
5 to 9	2	4%
2 to 4	20	38%
1	8	15%
Never	18	35%

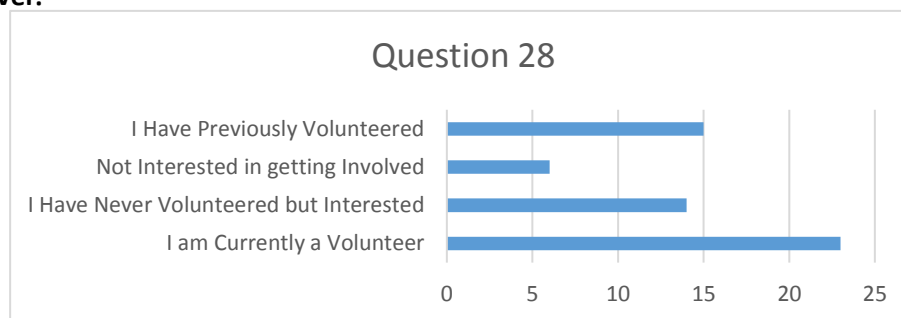


Key Takeaways:

65% of respondents "buy MPI" 1+ times/year

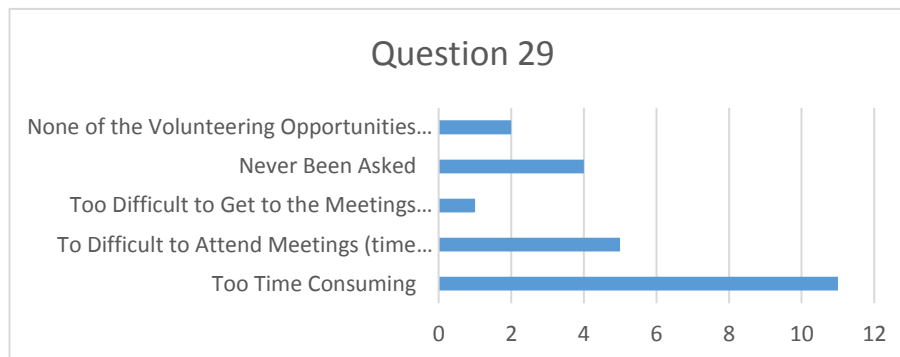
28. What best describes your level of volunteerism at the chapter level?

<u>Answer</u>	<u>Response</u>	<u>%</u>
I am Currently a Volunteer	23	40%
I Have Never Volunteered but Interested	14	24%
Not Interested in getting Involved	6	10%
I Have Previously Volunteered	15	26%



29. If you have never volunteered, what is the main reason?

<u>Answer</u>	<u>Response</u>	<u>%</u>
Too Time Consuming	11	48%
To Difficult to Attend Meetings (time schedu	5	22%
Too Difficult to Get to the Meetings (geographic l	1	4%
Never Been Asked	4	17%
None of the Volunteering Opportunities Intere	2	9%



Key Takeaways:

Most people do not volunteer because they perceive that it's too time consuming

30. Please provide any additional feedback you would like the chapter to consider.

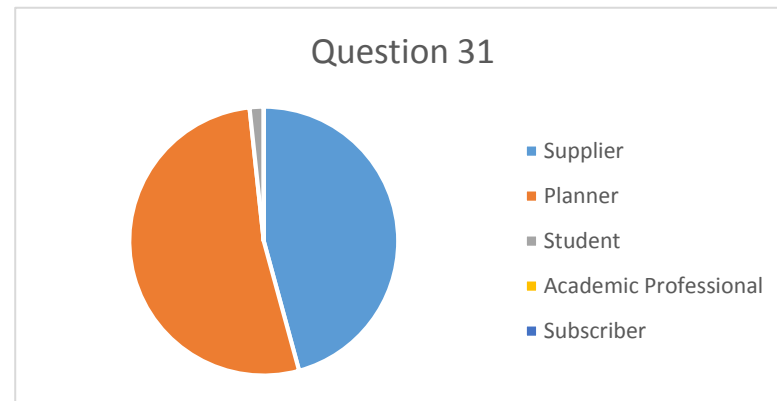
If offered to volunteer then follow up. I was supposedly on a committee and was never involved much. The one thing I did help with was interviewing new board members and for that I did feel included. Lunch time monthly meetings were easier for me to attend instead of the evening ones and I really have enjoyed Professional Day

I would like to get on a committee again - I missed the last meeting due to a schedule conflict that had me out of town

More member engagement for new members i.e. informal mixers w/o educational component but have someone attend to answer questions; add another category to member classification such as "in transition/new to event from Membershipservices industry"

31. What is your membership classification?

<u>Answer</u>	<u>Response</u>	<u>%</u>
Supplier	27	46%
Planner	31	53%
Student	1	2%
Academic Professional	0	0%
Subscriber	0	0%

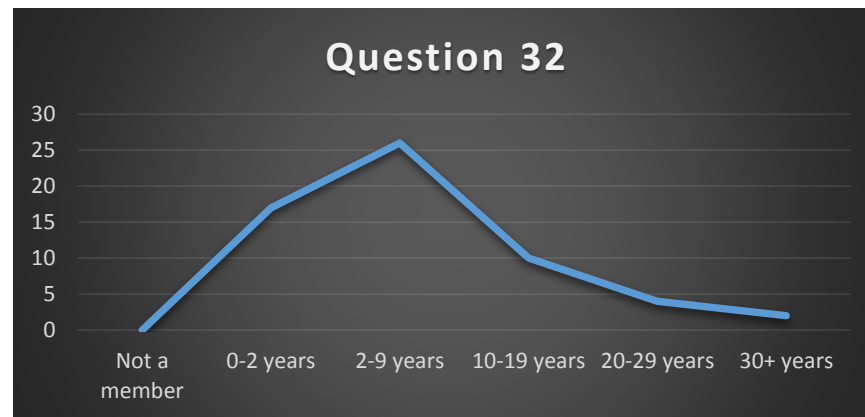


Key Takeaways:

Response ratio (planner to supplier) is very representative of our overall membership

32. How long have you been a member of MPI?

<u>Answer</u>	<u>Response</u>	<u>%</u>
Not a member	0	0%
0-2 years	17	29%
2-9 years	26	44%
10-19 years	10	17%
20-29 years	4	7%
30+ years	2	3%



33. What is your age range?

<u>Answer</u>	<u>Response</u>	<u>%</u>
Under 30	13	22%
31-39	19	33%
40-49	13	22%
50-59	10	17%
60+	3	5%

