

## Constant Contact Survey Results

**Survey Name:** 2015 Ann Conv Exhibitor Survey

**Response Status:** Partial & Completed

**Filter:** None

Oct 29, 2015 10:59:29 AM

### 1. Please enter the information indicated below (optional).

First Name	16
Last Name	16
Company Name	16

### 2. Rate the pre-function preparations.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Poor	Satisfactory	Above Average	Excellent	Not Applicable
Online registration	0 0%	3 19%	1 6%	9 56%	3 19%
Booth placement for this event	1 6%	5 31%	2 13%	8 50%	0 0%
Pre-event communications (Instructions, directions, etc.)	0 0%	2 13%	7 44%	7 44%	0 0%
Booth set up time (1-4 pm)	0 0%	4 25%	3 19%	9 56%	0 0%
Service and assistance from Embassy	0 0%	4 25%	2 13%	4 25%	6 38%
Cost of booth for event	1 6%	7 44%	4 25%	2 13%	2 13%
Having Golf Tournament and Trade Show on different days.	0 0%	2 13%	2 13%	8 50%	4 25%

### 2 Comment(s)

#### Answer

I have no complaints. This was the first time we participated in the fall convention. I'll do it again.

I really liked having the golf tournament on a different day

#### Respondent

bzimmerman@bcmutual.com

slinbo@markelcorp.com

### 3. Rate the on-site event.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Poor	Satisfactory	Above Average	Excellent	Not Applicable
Registration and check-in	1 6%	0 0%	4 25%	11 69%	0 0%
Ease of finding assigned booth	0 0%	1 6%	2 13%	13 81%	0 0%
Trade Fair hours (4:30 - 7:00 pm)	0 0%	4 25%	1 6%	11 69%	0 0%
Hot Hors D' Oeuvres	3 19%	3 19%	3 19%	4 25%	3 19%
Service and assistance from Embassy	0 0%	4 25%	1 6%	6 38%	5 31%
After Trade Fair (Pre-Dinner) Reception (7:00 - 7:30 pm)	2 13%	3 19%	2 13%	3 19%	6 38%
Wed Night Dinner & Awards	1 6%	2 13%	1 6%	5 31%	7 44%

7 Comment(s)

Answer	Respondent
Loved the format of the awards dinner!	dteche@cfslinc.com
Trade Fair too long - only people around that last hour were people waiting for drawings - not visiting booths	jallen@colinsgrp.com
The Wednesday dinner was fabulous.	rodmuench@muenchinsurance.com
Would suggest starting awards during dinner instead of after	adam.backer@naucountry.com
Would have been nice to see more agents stay for awards and reception. More flexibility with drinks and number of tickets would have been more inviting. Most associations have open bar during such.	megan.rettig@motoristsgroup.com
Suggest shortening the Trade Show. There was very little activity in the last hour.	michael.munk@foremost.com
Sorry, I did not make the reception and dinner this year!	lestelle@capitalpremium.net

**4. Please indicate the importance of the following:**

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Very Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Very Important	N/A
Price	1 6%	1 6%	0 0%	8 50%	4 25%	2 13%
Location	0 0%	1 6%	4 25%	6 38%	5 31%	0 0%
Ease of transportation or parking	1 6%	0 0%	5 31%	5 31%	4 25%	1 6%
Length of event	1 6%	0 0%	1 6%	7 44%	7 44%	0 0%
Topic/theme	5 31%	2 13%	5 31%	2 13%	1 6%	1 6%
Attendee list	1 6%	1 6%	2 13%	5 31%	7 44%	0 0%

1 Comment(s)

Answer	Respondent
Too long	jallen@colinsgrp.com

**5. Did you download the IAN Convention App?**

	<b>Number of</b>	<b>Response Ratio</b>
Yes (please tell us how we could improve it in Comment box below)	3	18.7%
No (please tell us why not below)	12	75.0%
No Responses	1	6.2%
<b>Total</b>	<b>16</b>	<b>100%</b>

12 Comment(s)

<b>Answer</b>	<b>Respondent</b>
Since we were only there for the trade show, it didn't seem applicable.	michael.scott@databaseusa.com
Technologically challenged	dteche@cflsinc.com
Well put together and informational.	carl@rocketreferrals.com
was not aware there was an app	tfaber@mwbc.com
I just not big in that kind of stuff.	bzimmerman@bcmutual.com
no reason	slinbo@markelcorp.com
We were only there for the trade fair.	adeistin@travelers.com
Didn't seem very practical	jallen@colinsgrp.com
I did not see any value for me as a trade fair participant.	rodmuench@muenchinsurance.com
Was not there long enough, but I did hear good things about it	adam.backer@naucountry.com
Did not see any need for this	Anonymous
I did not realize it was available.	lestelle@capitalpremium.net

**6. The Annual Convention committee is ready to start planning for next year's convention, at the Younes Center in Kearney, Oct. 25-27, 2016. Please let us know your opinion on the length/structure of the convention by choosing one or more preferences. Select all that apply - add any comments below.**

	<b>Number of</b>	<b>Response Ratio</b>
I would prefer a shorter trade fair (than 2.5 hours as this year - indicate	4	25.0%
I would prefer a longer trade fair - indicate ideal length in Comment box	1	6.2%
I would prefer that E&O seminar NOT be held the same day as the	2	12.5%
I would prefer that the trade fair be held the EVENING BEFORE the first of two days of CE sessions. (following golf).	1	6.2%
I would prefer that the trade fair be held the EVENING BETWEEN the two CE days.	8	50.0%
I would prefer that the trade fair NOT be followed by a dinner event.	2	12.5%
I would prefer that golf and the trade fair be held on the same day.	2	12.5%
<b>Total</b>	<b>16</b>	<b>100%</b>

## 9 Comment(s)

Answer	Respondent
None of these are applicable to me. It was my first event.	michael.scott@databaseusa.com
Not sure what "gof" is, I only checked that box because I was not allowed to finish the survey unless I checked a box. None apply! For me, trade-fair only, this event was just right!!	dteche@cfslinc.com slinbo@markelcorp.com
no comments of questions above	
You guys do a great job. I attend a lot of conventions across the country. The IIAN conference is organized, to the point, and the members attend.	mike.keegan@ipfs.com
Questions 4 & 7 ask the same question - just worded differently.	jallen@colinsgrp.com
No strong preference on these items. I will let others decide.	rodmuench@muenchinsurance.com
No preferences on the above.	megan.rettig@motoristsgroup.com
See prior comment	michael.munk@foremost.com
2 hours is adequate for Trade Fair - especially if golf is day before.	lestelle@capitalpremium.net

## 7. Do you have any suggestions for improving the 2016 Annual Convention (Oct 25-27, Younes Center, Kearney)?

## 4 Response(s)

Answer	Respondent
The punch cards for visiting a booth seemed silly. And it detracted from the value of the information we were there to provide.	michael.scott@databaseusa.com
I assume this is talking about the Omaha conference, not the Kearney event as asked. --It seems like the majority of visitors were more interested in entering drawings for cash than taking interest in vendors. Many CVRs and not business owners attending. Many vendors but few relevant agents. Traffic to booth was below average.	carl@rocketreferrals.com slinbo@markelcorp.com
Having the golf outing earlier in the month in a location like the middle of the state	
I would prefer that Convention not be held in Kearney. Will not attend next year.	megan.rettig@motoristsgroup.com

**8. How likely are you to attend this event again?**

	Number of	Response Ratio
Very Likely	12	75.0%
Somewhat likely	2	12.5%
Neutral	0	0.0%
Somewhat unlikely	1	6.2%
Very unlikely	1	6.2%
No Responses	0	0.0%
<b>Total</b>	<b>16</b>	<b>100%</b>

**9. Please rate each of the following future convention locations as to your preference.**

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Would Not Attend	Might Attend	Would Probably Attend	Would Attend
Kearney	2 13%	4 25%	2 13%	8 50%
Lincoln	0 0%	1 6%	3 19%	12 75%
Omaha	0 0%	1 7%	3 20%	11 73%

1 Comment(s)

**Answer**

The focus of the event for the insurance agencies appeared to be on knocking out required continued education, golf and collecting as much free stuff from the vendors' tables as possible- rather than on genuine interest on new products and services that could improve their business. Too much like going through the motions & not brining new ideas and excitement to the event. Unfortunately easily forgotten. That being said it was well organized and the staff was helpful. But concept could improve.

**Respondent**

carl@rocketreferrals.com