

**IIAN Member Engagement Task Force**  
2016 Annual Convention Attendance Survey



In an effort to increase attendance at Annual Convention the Engagement Task Force is conducting a survey of Agency principals and managers to better understand motivators for sending or not sending agency staff to convention. Please take a few minutes to complete and return the survey.

- 1) What factors would prevent you from sending your employees to the annual convention?
  
- 2) If you do send employees to the annual convention, how do you choose who attends and who does not?
  
- 3) Do you believe there is value in the networking opportunities at annual convention for you? Why or why not?
  - a. Your employees? Why or Why not?
  
- 4) What part of annual convention do you feel provides the most value for you and your employees? What parts of annual convention could be changed, improved or eliminated that would encourage you to send more of your staff to convention?
  
- 5) If the Continuing education classes during annual convention were available via webcast from the classroom would this prevent you from sending employees that would otherwise attend in person? Do you feel the webcast classes would be a benefit to your agency? Why or why not?
  
- 6) How would you rate the value of annual convention as it relates to the cost to attend? What would be an appropriate cost for your agency? Currently: \$175 - 1st reg, \$150 2nd reg, \$125 - 3 or more

**If you are unable to complete the survey during the board planning meeting, or feel there would be someone more appropriate to complete the survey in your office please complete it by Monday, June 27<sup>th</sup> and return via e-mail to Jeremiah Gudding at [jeremiah.gudding@biginebraska.org](mailto:jeremiah.gudding@biginebraska.org)**

## Survey answers for question #1

### What factors would prevent you from sending your employees to the annual convention?

-Timing is always kind of tough for Steve. I can't speak for other years but I know last year he was wrapping up corn harvest and trying to get calves weaned. I couldn't attend last year because I was in Wyoming.  
(McConville Agency, Indianola)

Size of shop has large bearing on sending employees. Owners like to attend, thus someone has to remain to man the office.  
(Jones Insurance, David City area)

Not enough staff to cover employee while gone. (Omaha Insurance Services, Omaha)

Distance, time off (Chastain Otis Insurance)

Busy time of year, distance (Ally Insurance, Omaha)

Having an employee out of the office is difficult in a small office (Midwest Insurance Exchange)

## Survey answers for question #2

### If you do send employees to the annual convention, how do you choose who attends and who does not?

-Last year was the first year there has been another agent in our agency so any years prior Steve was the only one who would go if he had the time. I think Kerry has attended a couple times but usually if somebody was going it was just going to be Steve. Typically Steve and I will be the only ones who would attend, the other two employees are on such a part-time basis they'll probably never go.  
(McConville Agency, Indianola)

Availability, interest, and some just rotate. (Jones Insurance)

Depends on scheduling. Not typical that staff attend. (Chastain Otis Insurance)

Depends on schedule. (Ally Insurance, Omaha)

Same employee goes every year (Midwest Insurance Exchange)

### Survey answers for question #3

**Do you believe there is value in the networking opportunities at annual convention:**

**a. For you? Why or why not?**

-Again, I've never been personally, however I know Steve has expressed interest in attending last year and this year both. The main reason he wants to go is networking. He has mentioned how easy it is to get tunnel vision when we only write with a couple providers, and when he goes there, he's able to see more opportunities with other companies. (McConville Agency, Indianola)

Yes, meet other reps from carriers we don't currently have. (Chastain Otis Insurance)

Yes, meet with new carrier reps. Has gained carriers in the past from the convention. (Ally Insurance)

Yes, it has been a great resource for me. Great opportunity to meet other agents/share ideas/issues as well as building relationships w/companies & vendors (Midwest Insurance Exchange)

**a. Your employees? Why or Why not?**

I think it's one of the most important parts of the convention...networking. (Omaha Insurance Services)

. Yes: carrier contacts, inquiries with peers on issues, social connections, professional support (Jones Insurance)

Yes, for offices w/more employees – same reasons. (Midwest Insurance Exchange)

### Survey answers for question #4

**What part of annual convention do you feel provides the most value for you and your employees?**

-Unknown. (McConville Agency, Indianola)

Trade Fair, Education, Legislative speakers and or updates. (Omaha Insurance Services)

CE & Trade Fair (Midwest Insurance Exchange)

### Survey answers for question #5

**If the Continuing education classes during annual convention were available via webcast from the classroom would this prevent you from sending employees that would otherwise attend in person? Do you feel the webcast classes would be a benefit to your agency? Why or why not?**

-I don't. Steve hasn't done one since I've been in here and I've never personally been a fan. I do much better in face to face settings. (McConville Agency, Indianola)

Many would use the webcast and most feel that would result in lower attendance. Would offer better convenience, less cost, ability to man the office yet participate. (Jones Insurance)

I prefer the education in person. At breaks there is always face to face conversation with the instructor or between agents and or company reps if they are in there. (Omaha Insurance Services)

Yes, it would be very convenient. Less cost than attending. (Chastain Otis Insurance)

Yes, much more convenient. (Ally Insurance, Omaha)

No, would still send employee rather than webcast. (Midwest Insurance Exchange)

### Survey answers for question #6

**How would you rate the value of annual convention as it relates to the cost to attend? What would be an appropriate cost for your agency? Currently: \$175 - 1st reg, \$150 2nd reg, \$125 - 3 or more**

-Based off the cost listed below and the amount of information Steve has said is available there I think it appears to be a great value.

What would be an appropriate cost for your agency?

**Currently:** \$175 - 1st reg, \$150 2nd reg, \$125 – 3<sup>rd</sup> and more (McConville Agency, Indianola)

Almost all said costs were fair. I gave option of too expensive, fair, too cheap. (Jones Insurance)

I think the current rate structure is fine. (Omaha Insurance Services)

Good. No issues with pricing. (Chastain Otis Insurance)

Good. No issues with pricing. (Ally Insurance, Omaha)

Very valuable. Cost now is affordable. (Midwest Insurance Exchange)

