

## Constant Contact Survey Results

**Survey Name:** Feb 28 2014 Ann Conv Survey

**Response Status:** Partial & Completed

**Filter:** None

3/21/2014 1:47 PM CDT

### TextBlock:

IIAN's Annual Convention committee needs your help to make the 2014 annual convention (and future conventions) relevant to your needs and preferences! Please take 3 minutes to complete this online survey, and you'll be eligible for a drawing to win one of two \$100 Big "I" Gift Certificates -- good towards any IIAN convention, conference, or education program in 2014 or 2015. Thanks for your help!

### My position in the agency is:

| Answer                           | 0% | 100% | Number of Response(s) | Response Ratio |
|----------------------------------|----|------|-----------------------|----------------|
| Owner/Principal/Manager          |    |      | 47                    | 33.5 %         |
| Producer/Sales                   |    |      | 46                    | 32.8 %         |
| Customer Service Rep/Account Mgr |    |      | 42                    | 30.0 %         |
| Office/Clerical                  |    |      | 11                    | 7.8 %          |
| Other                            |    |      | 16                    | 11.4 %         |
| <b>Totals</b>                    |    |      | <b>140</b>            | <b>100%</b>    |

### My agency is located:

| Answer   | 0% | 100% | Number of Response(s) | Response Ratio |
|--|----|------|-----------------------|----------------|
| Omaha or Within 30 Miles                         |    |      | 50                    | 35.7 %         |
| Lincoln or Within 30 Miles                       |    |      | 17                    | 12.1 %         |
| Grand Island/Kearney/Hastings or Within 30 Miles |    |      | 18                    | 12.8 %         |
| None of the Above - But East of Grand Island     |    |      | 29                    | 20.7 %         |
| None of the Above - But West of Grand Island     |    |      | 25                    | 17.8 %         |
| No Response(s)                                   |    |      | 1                     | <1 %           |
| <b>Totals</b>                                    |    |      | <b>140</b>            | <b>100%</b>    |

Please check any past Annual Conventions (October) you DID attend. Check all that apply:

| Answer         | 0% | 100% | Number of Response(s) | Response Ratio |
|----------------|----|------|-----------------------|----------------|
| 2009 - Lincoln |    |      | 41                    | 42.7 %         |
| 2010 - Lincoln |    |      | 55                    | 57.2 %         |
| 2011 - LaVista |    |      | 43                    | 44.7 %         |
| 2012 - Kearney |    |      | 58                    | 60.4 %         |
| 2013 - Lincoln |    |      | 43                    | 44.7 %         |
| <b>Totals</b>  |    |      | <b>96</b>             | <b>100%</b>    |

For any Conventions you did NOT attend, please check up to two (2) reasons why:

| Answer                               | 0% | 100% | Number of Response(s) | Response Ratio |
|--------------------------------------|----|------|-----------------------|----------------|
| Distance/Location                    |    |      | 45                    | 36.8 %         |
| Expense                              |    |      | 27                    | 22.1 %         |
| Didn't like program/topics           |    |      | 7                     | 5.7 %          |
| Get CE online now                    |    |      | 3                     | 2.4 %          |
| Management would not support/approve |    |      | 16                    | 13.1 %         |
| Time out of office/Office staffing   |    |      | 64                    | 52.4 %         |
| Personal life responsibilities       |    |      | 18                    | 14.7 %         |
| Other                                |    |      | 19                    | 15.5 %         |
| <b>Totals</b>                        |    |      | <b>122</b>            | <b>100%</b>    |

Would you prefer:

| Answer         | 0% | 100% | Number of Response(s) | Response Ratio |
|----------------|----|------|-----------------------|----------------|
| 1-Day          |    |      | 59                    | 42.1 %         |
| 2-Day          |    |      | 65                    | 46.4 %         |
| 3-Day          |    |      | 14                    | 10.0 %         |
| No Response(s) |    |      | 2                     | 1.4 %          |
| <b>Totals</b>  |    |      | <b>140</b>            | <b>100%</b>    |

What part of the week would be most convenient for you to attend?

| Answer                      | 0% | 100% | Number of Response(s) | Response Ratio |
|-----------------------------|----|------|-----------------------|----------------|
| Beginning (starting Monday) |    |      | 7                     | 5.0 %          |
| Middle                      |    |      | 61                    | 43.5 %         |
| End (ending Friday)         |    |      | 70                    | 50.0 %         |
| No Response(s)              |    |      | 2                     | 1.4 %          |
| <b>Totals</b>               |    |      | <b>140</b>            | <b>100%</b>    |

How important is CE credit in influencing your/your agency's decision to attend?

| Answer                       | 0% | 100% | Number of Response(s) | Response Ratio |
|------------------------------|----|------|-----------------------|----------------|
| Essential                    |    |      | 64                    | 45.7 %         |
| Important, but not necessary |    |      | 62                    | 44.2 %         |
| Not important                |    |      | 11                    | 7.8 %          |
| No Response(s)               |    |      | 3                     | 2.1 %          |
| <b>Totals</b>                |    |      | <b>140</b>            | <b>100%</b>    |

How important are sessions to help you develop your professional skills in influencing your/your agency's decision to attend (ie, agency/sales management, selling, customer service, communication)?

NOTE: These sessions usually are not eligible for CE credit in Nebraska

| Answer             | 0% | 100% | Number of Response(s) | Response Ratio |
|--------------------|----|------|-----------------------|----------------|
| Very Important     |    |      | 55                    | 39.2 %         |
| Somewhat Important |    |      | 70                    | 50.0 %         |
| Not Important      |    |      | 13                    | 9.2 %          |
| No Response(s)     |    |      | 2                     | 1.4 %          |
| <b>Totals</b>      |    |      | <b>140</b>            | <b>100%</b>    |

How important are sessions to help you manage and/or use your agency management system, and other digital/technology tools and software, in influencing your/your agency's decision to attend?

NOTE: These sessions usually are not eligible for CE credit in Nebraska

| Answer             | 0% | 100% | Number of Response(s) | Response Ratio |
|--------------------|----|------|-----------------------|----------------|
| Very Important     |    |      | 31                    | 22.1 %         |
| Somewhat Important |    |      | 62                    | 44.2 %         |
| Not Important      |    |      | 43                    | 30.7 %         |
| No Response(s)     |    |      | 4                     | 2.8 %          |
| <b>Totals</b>      |    |      | <b>140</b>            | <b>100%</b>    |

While attending the Convention, If you had to choose between a session approved for CE (ie, insurance policy knowledge), and a session not eligible for CE credit (ie, agency management, sales skills, customer service skills, automation/technology), which would you choose?

| Answer  | 0% | 100% | Number of Response(s) | Response Ratio |
|---|----|------|-----------------------|----------------|
| CE Approved (insurance policy knowledge)                                  |    |      | 68                    | 48.5 %         |
| Non-CE (management, sales, customer service skills/automation-technology) |    |      | 11                    | 7.8 %          |
| Whichever meets my needs at the time                                      |    |      | 60                    | 42.8 %         |
| No Response(s)  |    |      | 1                     | <1 %           |
| <b>Totals</b>   |    |      | <b>140</b>            | <b>100%</b>    |

Costs to present the kind of quality convention experience IIAN is known for, continue to rise - including the best speakers/instructors, good facilities and food. Would a nominal increase (ie, \$25 per person) in the full Convention registration fee be a factor in your/your agency's decision on whether or not to attend?

| Answer         | 0% | 100% | Number of Response(s) | Response Ratio |
|----------------|----|------|-----------------------|----------------|
| Yes            |    |      | 25                    | 17.8 %         |
| No             |    |      | 112                   | 80.0 %         |
| No Response(s) |    |      | 3                     | 2.1 %          |
| <b>Totals</b>  |    |      | <b>140</b>            | <b>100%</b>    |

Would you like more interactive learning formats (panel and roundtable discussions) in addition to traditional lecture at the Convention?

| Answer         | 0% | 100% | Number of Response(s) | Response Ratio |
|----------------|----|------|-----------------------|----------------|
| Yes            |    |      | 57                    | 40.7 %         |
| No             |    |      | 37                    | 26.4 %         |
| Not important  |    |      | 44                    | 31.4 %         |
| No Response(s) |    |      | 2                     | 1.4 %          |
| <b>Totals</b>  |    |      | <b>140</b>            | <b>100%</b>    |

What kind of "fun" social evening after-dinner activity would you like most at the Convention?

| Answer   | 0% | 100% | Number of Response(s) | Response Ratio |
|--|----|------|-----------------------|----------------|
| Entertainment (comedian, music act, magician, etc.)                                    |    |      | 37                    | 26.4 %         |
| Group Activity/Party (like Casino Night, Carnival Games, Dinner Mystery Theater, etc.) |    |      | 35                    | 25.0 %         |
| Big "I" Fundraiser (like Live Auction, Sports Competition, Special Dinner)             |    |      | 16                    | 11.4 %         |
| Hospitality Suite(s)   |    |      | 24                    | 17.1 %         |
| None   |    |      | 20                    | 14.2 %         |
| Other  |    |      | 6                     | 4.2 %          |
| No Response(s)   |    |      | 2                     | 1.4 %          |
| <b>Totals</b>  |    |      | <b>140</b>            | <b>100%</b>    |

**TextBlock:**

If you have another minute, please take a look at the program topic areas below, and indicate up to two (2) preferences in each area.

Sales/Service Topics - Please check up to two (2) topics you would attend:

| Answer                         | 0% | 100% | Number of Response(s) | Response Ratio |
|--------------------------------|----|------|-----------------------|----------------|
| Not interested in these topics |    |      | 9                     | 6.5 %          |
| Excellent Customer Service     |    |      | 59                    | 43.0 %         |
| Effective Selling Techniques   |    |      | 59                    | 43.0 %         |
| Setting/Achieving Sales Goals  |    |      | 31                    | 22.6 %         |
| Account Rounding               |    |      | 33                    | 24.0 %         |
| Claims Handling                |    |      | 26                    | 18.9 %         |
| Communication Skills           |    |      | 42                    | 30.6 %         |
| Other                          |    |      | 2                     | 1.4 %          |
| <b>Totals</b>                  |    |      | <b>137</b>            | <b>100%</b>    |

Technology Topics - Please check up to two (2) topics you would attend:

| Answer   | 0% | 100% | Number of Response(s) | Response Ratio |
|--|----|------|-----------------------|----------------|
| Not interested in these topics                     |    |      | 20                    | 14.5 %         |
| Real Time Workflows                                |    |      | 40                    | 29.1 %         |
| Web Site Development/Optimization                  |    |      | 34                    | 24.8 %         |
| Digital & Social Media - Marketing/Risk Management |    |      | 51                    | 37.2 %         |
| My Agency Management System - Tips & Tricks        |    |      | 54                    | 39.4 %         |
| Security & Privacy Tools                           |    |      | 31                    | 22.6 %         |
| Going Paperless                                    |    |      | 22                    | 16.0 %         |
| Other  |    |      | 2                     | 1.4 %          |
| <b>Totals</b>                                      |    |      | <b>137</b>            | <b>100%</b>    |



















Agency Management Topics - Please check up to two (2) topics you would attend:

| Answer                         | 0% | 100% | Number of Response(s) | Response Ratio |
|--------------------------------|----|------|-----------------------|----------------|
| Not interested in these topics |    |      | 46                    | 33.5 %         |
| Agency Valuation/Perpetuation  |    |      | 21                    | 15.3 %         |
| Sales Management               |    |      | 33                    | 24.0 %         |
| Agency Planning/Goal-Setting   |    |      | 39                    | 28.4 %         |
| Compensation & Incentive Plans |    |      | 50                    | 36.4 %         |
| Hiring/Training New Producers  |    |      | 39                    | 28.4 %         |
| Other                          |    |      | 0                     | 0.0 %          |
| <b>Totals</b>                  |    |      | <b>137</b>            | <b>100%</b>    |

Personal Lines Topics - Please check up to two (2) topics you would attend:

| Answer                         | 0% | 100% | Number of Response(s) | Response Ratio |
|--------------------------------|----|------|-----------------------|----------------|
| Not interested in these topics |    |      | 23                    | 17.1 %         |
| Rental Car/Non-Owned Auto      |    |      | 29                    | 21.6 %         |
| Flood/HO Water Damage          |    |      | 18                    | 13.4 %         |
| Bldrs Risk/Vacant Dwellings    |    |      | 31                    | 23.1 %         |
| Personal Umbrella              |    |      | 17                    | 12.6 %         |
| In-Home Businesses             |    |      | 28                    | 20.8 %         |
| Watercraft                     |    |      | 4                     | 2.9 %          |
| Ethics                         |    |      | 25                    | 18.6 %         |
| Pers Auto Update/Coverage Gaps |    |      | 43                    | 32.0 %         |
| HO Update/Coverage Gaps        |    |      | 47                    | 35.0 %         |
| Other                          |    |      | 1                     | <1 %           |
| <b>Totals</b>                  |    |      | <b>134</b>            | <b>100%</b>    |

Commercial Lines Topics - Please check up to two (2) topics you would attend:

| Answer                                   | 0%  | 100% | Number of Response(s) | Response Ratio |
|--|---|------|-----------------------|----------------|
| Certificates of Insurance                |    |      | 29                    | 22.3 %         |
| Ethics                                   |    |      | 26                    | 20.0 %         |
| Cyber-Liability - EDP, E-Commerce        |    |      | 37                    | 28.4 %         |
| Traps & Gaps                             |    |      | 35                    | 26.9 %         |
| Contractual Liab/Addl Insureds           |    |      | 16                    | 12.3 %         |
| Contractors/Subs - Liab/WC               |    |      | 22                    | 16.9 %         |
| Flood Insurance                          |    |      | 9                     | 6.9 %          |
| Workers Comp                             |    |      | 22                    | 16.9 %         |
| EPLI                                     |    |      | 9                     | 6.9 %          |
| Professional Liab/D&O                    |    |      | 19                    | 14.6 %         |
| Employee Dishonesty/Crime/Computer Fraud |    |      | 11                    | 8.4 %          |
| Builders Risk                            |    |      | 7                     | 5.3 %          |
| CGL Update                               |    |      | 18                    | 13.8 %         |
| Commercial Property Update               |   |      | 21                    | 16.1 %         |
| Business Income                          |  |      | 18                    | 13.8 %         |
| BAP/Garage Update                        |  |      | 10                    | 7.6 %          |
| Bonds                                    |  |      | 7                     | 5.3 %          |
| Other                                    |  |      | 2                     | 1.5 %          |
| <b>Totals</b>                            |   |      | <b>130</b>            | <b>100%</b>    |

Optional - to be eligible for drawing for one of two \$100 Big "I" Gift Certificates, please enter the information below.

| Answers       | Number of Response(s) |
|---------------|-----------------------|
| First Name    | 126                   |
| Last Name     | 126                   |
| Company Name  | 125                   |
| Work Phone    | 122                   |
| Email Address | 123                   |
| City          | 122                   |