Results: Mini Survey #1

- Nearly **44%** of our membership base completed Mini Survey #1 - 186 responses out of 426 members
- Raffle winners: Wendy Tung & Kelly Masci
Results: Mini Survey #1

- **Question 1 (past Summit attendance):** Over 85% of members surveyed have either never attended or have attended five or fewer annual Summits.
  - Never attended: 44.3%
  - Attended 1-5 times: 41.6%
  - Eight members have attended more than 10 Summits, with one member attending at least 25!
• Question 2 (2013 attendance): Relatively few members surveyed are planning to attend this year’s Summit.
  – Only 17% indicated that they would attend.
Results:
Mini Survey #1

• **Question 3: Reasons for not attending Summit**
  - **Money: 49%**
    - Employer unable to cover expenses
    - Cannot afford to pay own way
  - **Time: 13%**
    - Busy schedule
    - Would have to use vacation time to attend
  - **Location: 4%**
    - Atlanta considered boring or un-glamorous
  - **Perceived lack of value: 18%**
    - Unable to apply value to own job – Summit considered more of an "event"
    - Summit sessions too general and basic
    - Other conferences cover more specific and focused topics/themes
  - **Other: 16%**
    - Conflicts with existing personal and professional obligations
• **Question 4: What members are most looking forward to doing at the Summit?**
  - Attending workshops & educational sessions
  - Networking!!!
  - Reconnecting with old friends and making new ones
  - Meeting with vendors
  - Learning new techniques and technologies
  - Learning what others are doing and how they are tackling the challenges facing the technical communication profession

• **Standout quotes:**
  - “When I can go, I look forward to reconnecting with friends and learning about latest trends.”
  - “Learning what others are doing. Realizing most are not on the bleeding edge and trying to do the best they can with what they have to work with.”
  - “Dipping into the wide variety of topics about which I know little, and getting to know people in diverse fields.”

• **Opportunity to work together with the Usability SIG**
  - “Maybe the IDL and Usability SIG can do a co-webinar or other activity. I am full support of it -- I am the UUX SIG manager.”
• **Question 5: Which Summit events do members plan to attend?**
  - Informal Gathering: 41.5%
  - Communities Reception: 49.1%
  - Training Progression: 35.8%
  - SIG Business Meeting: 18.9%
  - None: 28.3%

• **The most popular Summit events – the informal gathering and the Communities reception tend to be purely social in nature.**
Results: Mini Survey #1

**Question 6: Sharing the Summit Experience**
- Tweets: Perceived little value, but convenient and great for current attendees on event reminders
  - Use Twitter instead as a portal to other written communications such as blogs & newsletter.
- Written communications considered much more valuable
- IDEA: Have attendees write blog entries before, during, and after the Summit.
- IDEA: Send daily Summit digest to Discussion list

<table>
<thead>
<tr>
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<th>No Value</th>
<th>Some Value</th>
<th>Much Value</th>
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</thead>
<tbody>
<tr>
<td>Tweets</td>
<td>62%</td>
<td>33.5%</td>
<td>4.5%</td>
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<tr>
<td>Newsletter Articles</td>
<td>1.1%</td>
<td>46.9%</td>
<td>52.0%</td>
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<td>Email Summaries</td>
<td>5.0%</td>
<td>47.5%</td>
<td>47.5%</td>
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<tr>
<td>Online Panel/Webinar</td>
<td>5.6%</td>
<td>45.8%</td>
<td>48.6%</td>
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<tr>
<td>Website/Blog Posting</td>
<td>5.0%</td>
<td>45.3%</td>
<td>49.7%</td>
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Results:
Mini Survey #1

• **Question 6: Sharing the Summit Experience (cont)**
• **Member-submitted suggestions include:**
  - Making session audio/video/papers available.
    - **PERFECT opportunity to advertise Summit at a Click!** Perhaps we can offer another drawing as we did last year.
    - **Does everyone have access to the Summit Proceedings or is access restricted to Summit attendees?**
  - **Chat session**/Google hangout
  - **Tweet-up** for SIG
  - Consider recording the IDL-related panels and share with SIG afterward
    - **NOTE:** We may not be able to provide this on our own, but we can use our roadmap to point out sessions that will be available via Summit @ a Click
  - On website – link to Summit content and session summaries.
  - When sending emails – just link to online content
  - **Podcasts** on ID topics or mini-training sessions with hands-on activities
  - Add additional commentary to existing roadmap – why the sessions were chosen, reviews
  - Post-Summit **journal or magazine** afterward with pictures, speaker experiences, participant comments (like TCWorld)