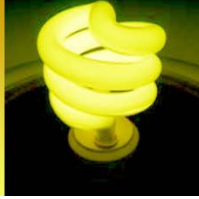


Results: Mini Survey #1

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



- 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.



- **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.



• 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

	No Value	Some Value	Much Value
Tweets	62%	33.5%	4.5%
Newsletter Articles	1.1%	46.9%	52.0%
Email Summaries	5.0%	47.5%	47.5%
Online Panel/Webinar	5.6%	45.8%	48.6%
Website/Blog Posting	5.0%	45.3%	49.7%



- **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)