

Perception Solutions, Inc. presents
An Interactive Presentation and Discussion Series

“Evaluating Your Educational Programs and Annual Meeting- Streamlined Paper-based or Web-based Approaches”

October 8, 2008

Presentation Agenda:

- Constructing an effective overall conference evaluation questionnaire.
- A Web-based overall conference evaluation will improve return rate.
- Customized evaluation forms for each educational session.
- Pros & cons of conducting educational session evaluations via Web or paper.
- CME tracking and attendance verification for each session.
- An aggregate analysis- roadmap for future programs.
- Identifying factors influencing your members' decision to attend an educational program.
- Sharing attendee evaluation and feedback for each session with presenters via custom reports.

Constructing an Effective Overall Conference Evaluation Questionnaire:

- Keep it simple.
- Focus on meeting “overall issues” such as quality of educational program, exhibits, networking, staff helpfulness, registration process, program book, accommodations, etc.
- Include an “overall satisfaction” question.
- No need to ask demographic questions if you ask registration id#.
- Include 2 or 3 open-ended questions to gather comments and suggestions.
- Ask about factors influencing participants' decision to attend the meeting.
- Ask how they heard about the meeting (promotional material).
- Ask if they plan to attend next year's meeting, and if no, why not.
- Paper-based evaluation forms may be completed and collected at the meeting site.
- Participants should also be able to fax their completed surveys to you or vendor.
- Organize questions by section. Be consistent with answer scales.
- Provide incentive (random drawing for those that complete the survey).

Overall Conference Evaluation: Why Web-based?

- Many associations are moving to web-based “overall evaluation.” Return rate improves substantially.
- Web-based option provides more flexibilities for attendees.
- They may choose to print a PDF version, complete it, and fax back to vendor.
- They may complete the evaluation on-site or after the conference.
- Efficient, fast, reliable.
- Your members prefer it!
- Attendees may be sent an e-mail reminder after conference.
- E-mail reminder will provide link to the on-line evaluation and a personalized access code.
- The online evaluation will stay open up to several days or weeks after the conference.
- The online evaluation will have skip patterns making it shorter and less cumbersome.
- Upcoming meetings may be promoted within online evaluation.
- Members can download information linked to the survey (PDF).
- Members may access survey in multiple sessions.
- Interactive- responses to a question may be linked to next questions.

Review sample overall evaluation forms.

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An aggregate analysis- Roadmap for future programs:

- Aggregate report will provide detail analysis of attendees needs, evaluation of services, and their preferences.
- Correlation analysis (to overall satisfaction) will determine what is most important to attendees.
- Trending analysis will provide gains and setback compared to prior years.
- Analysis of comments & suggestions will provide a qualitative view of strengths and opportunities.

Identifying factors influencing your members' decision to attend-

Top 3 reasons for attending:

- Value received from the education sessions
- Value of exhibition floor
- Networking opportunities

Top 5 reasons for not attending:

- Organization budget restriction
- Cost of travel
- Timing- conflicting corporate events
- Cost of hotel
- Cost of conference registration

Pros & cons of conducting educational session evaluations via Web or paper:

- Paper-based continues to be most common. Only about 20% of clients have moved to web-based. Logistics and little time between sessions makes it difficult to have web-based evaluation.
- Paper-based offers excellent customization, ease of use, and on-site accountability.

Educational Sessions Evaluation:

- Each session evaluation is custom-designed to show session title, objectives, day, time, room#, and presenters' names.
- All other questions remain generic.
- PDF copy of each session evaluation is prepared.
- You may choose to print on-site or have it printed and sent to you by your vendor.
- After conference, completed forms are bundled and returned to vendor for processing.
- All forms are processed (data & comments)
- Aggregate report is prepared.
- Session custom reports are prepared.

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CME tracking and attendance verification for each session:

- **Web:** CME tracking is done automatically
 - Attendee may view/print CME certificates online
- **Paper:** the following are captured on session evaluation forms:
 - Membership#
 - Attendee name
 - CE/CME Allowed/received or “Hours attended”

Review sample session evaluation forms.

Q&A