

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

“Evaluating Your Educational Programs & Annual Meeting CME Tracking Online”

February 11, 2009

Presentation Agenda:

- Developing an online (overall) meeting evaluation.
- Developing individual session evaluations.
- Online CME tracking.
- Onsite logistical issues: helping participants to keep notes while attending concurrent sessions.
- Online evaluation and CME tracking flexibilities: before, during, and after meetings.
- Sharing attendee evaluation and feedback for each session with presenters via custom reports.
- Post conference surveys and follow up data collection.

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 complete the online evaluation at the meeting or after the conference.
- Efficient, fast, reliable.
- Your members prefer it!

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 have the information in registration database.
- 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.
- Organize questions by section.
- Be consistent with answer scales.
- Provide incentives (random drawing for those that complete the survey).
- Participants should be able to download a PDF version if they need to; complete it, and fax their completed surveys to you or vendor.

Overall Conference Evaluation- Web-based:

- The online evaluation will have skip patterns making it shorter and less cumbersome.
- Upcoming meetings may be promoted within online evaluation.
- Members may access survey in multiple sessions.
- Interactive- responses to a question may be linked to other questions.
- 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.

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Online Educational Sessions Evaluation/CME:

- Attendees may access the online educational session evaluations at the meeting (designated kiosks) or on their laptops.
- Link to the evaluation/CME system does not change during or after meeting.
- Attendees are asked to enter last name & reg id# (to avoid accessing other attendees' CME).
- The system checks each participant against the registration database.
- If a person is not registered he/she can not access the system.
- The intro page maybe custom designed to fit your needs.
- Participants may be asked a few profile/ practice questions before they enter the system (asked only once).

Registration Database:

- Provided by registration vendor and incorporated into the system prior to the meeting.
- Updated daily or twice each day during the meeting (to capture late registrants).
- Updates may be made several times during the meeting.
- Attendees' registration of each program/ session will enable them to evaluate and earn CMEs.

Online Educational Sessions Evaluation/CME:

- All sessions listed by day of conference.
- Only sessions for that day or days before may be accessed.
- Only sessions registered for may be accessed.
- Participants may access evaluation page for sessions by clicking on “evaluate”.
- Each session evaluation is programmed on a separate page. Session#, title, time, date, and list of presenters are customized.
- All other questions are usually generic.
- Skip pattern(s) would make session evaluation more efficient/ user-friendly.
- Participants are prompted to answer mandatory questions.
- Open-ended/comment section enables participants to write in objective assessment and suggestion ideas.
- For concurrent sessions (when participants attend 2 or more sessions within the same time interval), a follow up page may be programmed to identify amount of time spent in each session.
- After each session evaluation is completed, participants are directed back to “session listing” page.
- Sessions that have evaluations completed are shown.
- Participants may go to next session evaluation, view their CME summary report, or exit the system.

Online CME Tracking:

- Participants earn allotted CME credits for each session evaluated.
- A summary of CME credits earned may be viewed at any time by participants.
- Attendee may print their own CME credit summary report any time.
- Attendee may print their own CME certificate any time.

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CME Tracking Flexibilities: After Meeting:

- The online evaluation/CME system can stay active weeks or months after meeting.
- Attendees may access their CME report online throughout the year.
- Attendees may view/print their CME certificates any time.
- Your staff may utilize the system to check on members' CMEs, print them, etc.

Post conference surveys- Applications & Benefits:

- An objective (no rush) method to get feedback (via online survey 2-3 months after meeting).
- A good way to assess meeting participants' progress in applying what they learned.
- Understand members' CE needs and requirements.
- Assess members' intention in attending future meeting(s).

Final Notes:

- Issues and concerns with online evaluation/CME.
- Multiple vendors.
- Attendees preferences.
- Trusting the online system to work.

Q&A