



# BCAMA VISION 2015 Conference Delegate Feedback Survey



June 2015



## Table of Contents

▪ Background and Objectives	3
▪ Methodology	4
▪ Key Learnings	5
▪ Event Elements and Speaker Ratings	7
▪ Pre-Event Metrics	20
▪ Sponsor Awareness	29
▪ Suggestions, Comments, Future Ideas, and General Feedback Summary	32
▪ Attendee Profile	37



## Background & Objectives



### What

The VISION 2015 Conference took place in the Sheraton Wall Centre and showcased keynote speakers including Russ Klein, Aaron Dignan, Cindy Gallop, Rand Fishkin and Susan O'Brien. The theme this year revolved around "VISION" and had a focus on "what it means to be a visionary marketer in this rapidly changing industry". Conference attendees were encouraged to provide feedback to the BCAMA through an online survey conducted by Ipsos.



### Goal

This report outlines the results of the 2015 VISION conference delegate feedback survey. The survey evaluates multiple aspects of the conference and supports the BCAMA's planning of future VISION events.

Similar to previous years, the specific research objectives of the survey are to:

- Evaluate the success of the VISION 2015 conference;
- Determine how participants were informed of the event;
- Discover the motivating factors for event attendance; and,
- Present a profile of survey participants.



### When

VISION 2015 Conference: April 23, 2015

Delegate Feedback Survey: April 28 to May 8, 2015



### How Many

258 attendees sent email invites with survey link

Completion: n=84

Response rate: 33%



## Methodology

- An invitation e-mail was sent by Ipsos on April 28, 2015 to all attendees of the VISION conference, inviting them to take part in a feedback survey online.
- To encourage participation, those who completed the survey were entered in a draw to win one of the two following prizes: one Vancouver Canucks Jersey (valued at \$130) and one pair of tickets to BCAMA's Annual Experiential Marketing Event: XM 2015 (valued at \$176).
- A total of 84 questionnaires were completed; a response rate of 33% based on 258 attendees who were emailed the survey link. In 2014, 86 completed questionnaires were collected; a response rate of 23% based on 341 conference attendees.
- Among the 84 attendees who completed the survey, 33% are BCAMA members.



When appropriate, a comparison to previous years' results is included. Due to some slight changes in the questionnaire, not all metrics are directly comparable to previous results.

Due to the relatively small sample size for this study, analysis of the findings should be interpreted with caution and used in a directional or an exploratory nature. Note that base numbers may differ slightly across various statements as not all participants answered each question completely.



# Key Learnings





## Key Learnings

- **Overall rating of VISION 2015 has doubled from a year ago**, where two-thirds (66%) of attendees rate it as positive (giving it a rating of 8, 9 or 10 out of 10) compared to 33% in 2014. The recurring theme this year is that respondents generally view VISION 2015 as one of the more successful conferences in the past few years.
- While all event elements ratings have increased directionally this year, **organization, pace/time management, and food are the top performing elements** (76%, 73% and 72% respectively).
- **The top rated speakers are Aaron Dignan from Undercurrent (83%)**, followed by Rand Fishkin from Wizard of Moz (76%) and Cindy Gallop from IfWeRanTheWorld (74%).
- **The biggest attendance motivator continue to be the desire to stay up-to-date on marketing knowledge (76%)**. Other top motivators include session topics/speakers (71%) and networking opportunities (56%). Because these three motivators have stayed consistently at the top since 2013, it is essential to continue to deliver on these aspects.
- **In terms of communication methods of the conference, email reminders continue to be the most common source of awareness (36%)**. Word-of-mouth communication has also surpassed communication from BCAMA events and BCAMA website for the second year.
- **The top three sponsors of VISION 2015 identified by attendees are Ipsos Reid, Canada Post, and Smart Savvy (77%, 74%, and 74% respectively)**.
- Half of 2015 VISION participants are repeat attendees. As such, it is important to leverage these marketers and use them to reach their networks. When VISION continues to deliver on the attendance motivators of marketers, it makes it easier for respondents to recommend the conference to their colleagues. When combining top attendance motivators, communication methods and reasons for attending VISION, it points toward opportunities to reward attendance loyalty, encourage sharing and buzz, and introduce referral pricing or cross-company group discounts.



# Event Elements and Speaker Ratings





## Overall Event Rating

- The overall rating of VISION 2015 has significantly increased from last year, where two-thirds (66%) of respondents think positively of the overall event (8, 9 or 10 out of 10) compared to 33% in 2014.
- All event elements ratings increased directionally in 2015 compared to a year ago.
- Attendees feel most satisfied with the “organization”, giving top ratings of 76%.
- Particularly, these two event elements improved the most in terms of increases in percentage points from a year ago:
  - “Food” shows the most significant increase in ratings this year (72%, up from 23% in 2014).
  - “Audio/Visuals/Set design” have also increased significantly from 2014 (71%, up from 34%).
- Other event elements that have also improved include “pace/time management”, “venue”, “selection of speakers”, “cocktail wrap-up party”, “advertising and communications” and “all day format” (+26 pp, +24 pp, +22 pp, +14 pp, +13 pp and +6 pp respectively).
- While “value of money” is the lowest event element rating this year, more than half (54%) still rate it positively compared to only 30% in 2014.
  - Some respondents suggest changes surrounding the food, speakers and price to improve “value of money”.



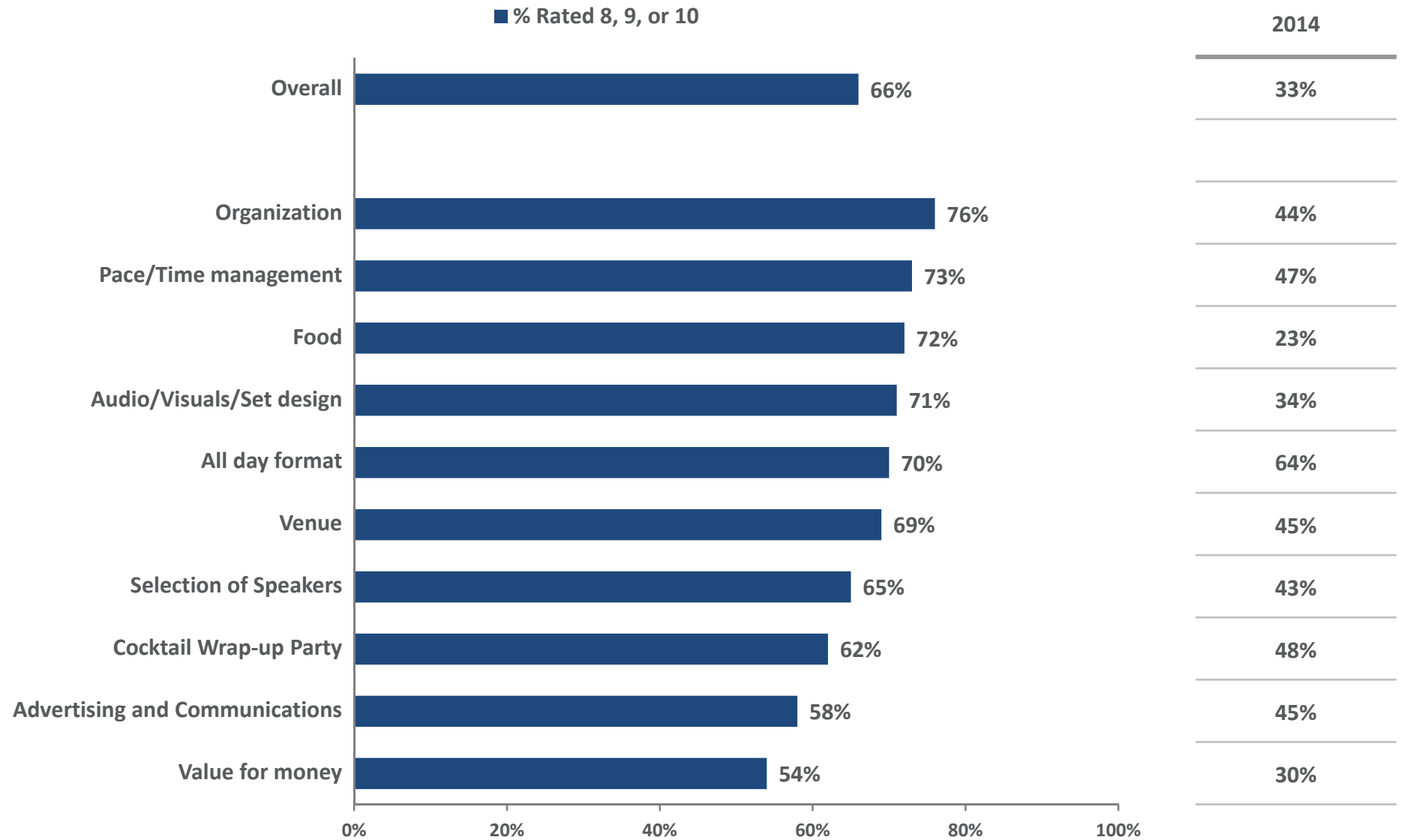


## Event Elements Ratings

- Out of all the respondents this year, half of them are returning attendees. Among those who have attended a VISION conference in previous years, the majority (58%) feel that the event this year was better than previous VISION conferences. Alternatively, close to one-in-five (19%) consider it worse. About a quarter (24%) of respondents rate the event the same as previous years. This generates a net score of +39%.
  - Within the last five years, 2015 has the highest proportion of respondents who feel the conference was relatively better.
  - Among those who consider this year's event better than previous conferences, event elements like "food", "selection of speakers" and "venue" are mentioned in the verbatims.
- NPS score for VISION 2015 sits at 12%, with 31% of respondents being likely to recommend (those who give a rating of rate a 9 or 10) the VISION conference to a friend or colleague and 19% of respondents being detractors (giving a score of 0 to 6).
  - The lowest score given was a 5 out of the 0 to 10 scale.



# Event Elements Ratings



\* Small base size, interpret with caution.

Base: All respondents, excluding N/A [2015: (n=47-84)\*; 2014: (n=40-86)\*]

Q5. Overall, how would you rate VISION 2015? Please use the 10 point scale (where 1 is very poor and 10 is excellent).

Q6. Overall, how would you rate the following aspects of VISION 2015? Please use the 10 point scale (where 1 is very poor and 10 is excellent).



# Event Elements Ratings



	Top-3-Box (rated 8, 9, 10 on 10-point scale)									
	Al Leong Director 2015 (n=84)*	2014 (n=86)*	2013 (n=84)*	2012 (n=101)	2011 (n=110)	2010 (n=185)	2009 (n=181)	2008 (n=176)	2007 (n=140)	
Overall	66%	33%	62%	51%	70%	79%	85%	45%	79%	
Organization	76%	44%	51%	75%	73%	81%	77%	58%	80%	
Pace/time management	73%	47%	53%	81%	49%	77%	69%	50%	76%	
Food	72%	23%	28%	76%	78%	71%	80%	50%	60%	
Audio/visuals/set design	71%	34%	60%	69%	81%	67%	70%	28%	66%	
All day format	70%	64%	65%	69%	70%	76%	81%	56%	65%	
Venue	69%	45%	60%	86%	86%	82%	83%	68%	78%	
Selection of speakers	65%	43%	57%	47%	60%	75%	86%	38%	81%	
Cocktail Wrap-up Party	62%	48%	–	–	–	–	–	–	–	
Advertising/communications	58%	45%	49%	43%	50%	52%	59%	37%	63%	
Value for money	54%	30%	35%	47%	55%	77%	67%	34%	71%	

\* Small base size, interpret with caution.

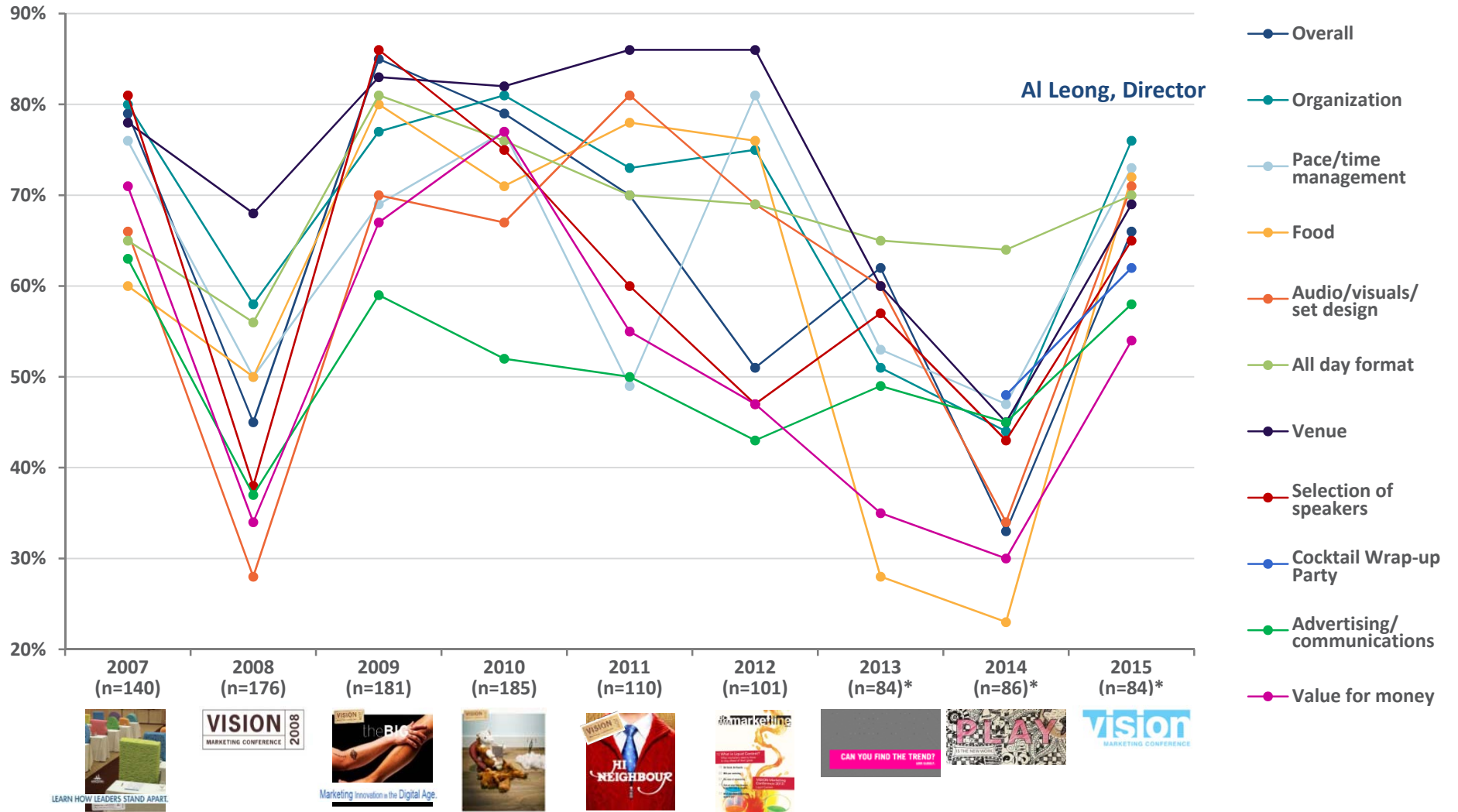
Note: Base size for each element may differ slightly.

Q5. Overall, how would you rate VISION 2015? Please use the 10 point scale (where 1 is very poor and 10 is excellent).

Q6. Overall, how would you rate the following aspects of VISION 2015? Please use the 10 point scale (where 1 is very poor and 10 is excellent).

# Event Elements Ratings

Top-3-Box (rated 8, 9, 10 on 10-point scale)



\* Small base size, interpret with caution.

Note: Base size for each element may differ slightly.

Q5. Overall, how would you rate VISION 2015? Please use the 10 point scale (where 1 is very poor and 10 is excellent).

Q6. Overall, how would you rate the following aspects of VISION 2015? Please use the 10 point scale (where 1 is very poor and 10 is excellent).



# Suggestions to Improve Value for Money

## There is a mixture of suggestions.

*"My only disappointment was that there was no fruit at the breakfast. Only quiche and croissants/muffins."*

### Food

*"I was lucky enough to have my employer pay the registration, but I know others who wanted to attend, but found the fees high, so they couldn't justify it."*

*"Reduce cost, if company is not paying, hard to pay \$400 for one day."*

### Price

*"Give access to exclusive white papers or studies that cannot be found elsewhere. Opportunities to have 1 on 1s with some of the speakers as well."*

*"Provide everyone with a copy of the presentations."*

*"Door prizes or takeaways are always appreciated."*

### Resources / More perks

*"More exhibitors, replace a couple LOUDtable sessions with main a speaker."*

*"Have longer hands-on sessions about topics like SEO or digital marketing. Not everything can be "visionary" topics."*

### Format

*"Breakout path to specific interest."*

*"Provide more food and to allow for more one-on-one time with the speakers. I felt that the 15-minute LOUDtable sessions were not long enough to give everyone a chance to speak or ask questions."*

### Networking

*"Need more organized networking opportunities"*

*"Variety of Speakers."*

*"Get a better line up of speakers. Greater variety of topics. More/greater variety of booths/attendees etc."*

*"Quality of speakers."*

### Speakers

*"More workshop style components and not all talk."*

*"More speakers rather than LOUD table sessions."*

Note: These quotes are for reporting purposes only and may not be used in publications without the consent of the respondent. A separate document provides a full listing of all verbatim responses that are allowed for further posting.

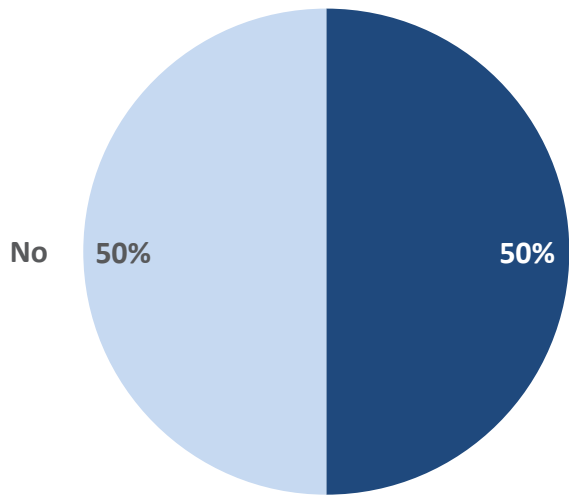
Only respondents who give a rating of 1-7 for Q6 are asked Q7.

Q7. In what ways can BCAMA improve the "value for money" of the VISION conference? Please be as specific as possible.



# Rating Relative to Previous VISION Conferences

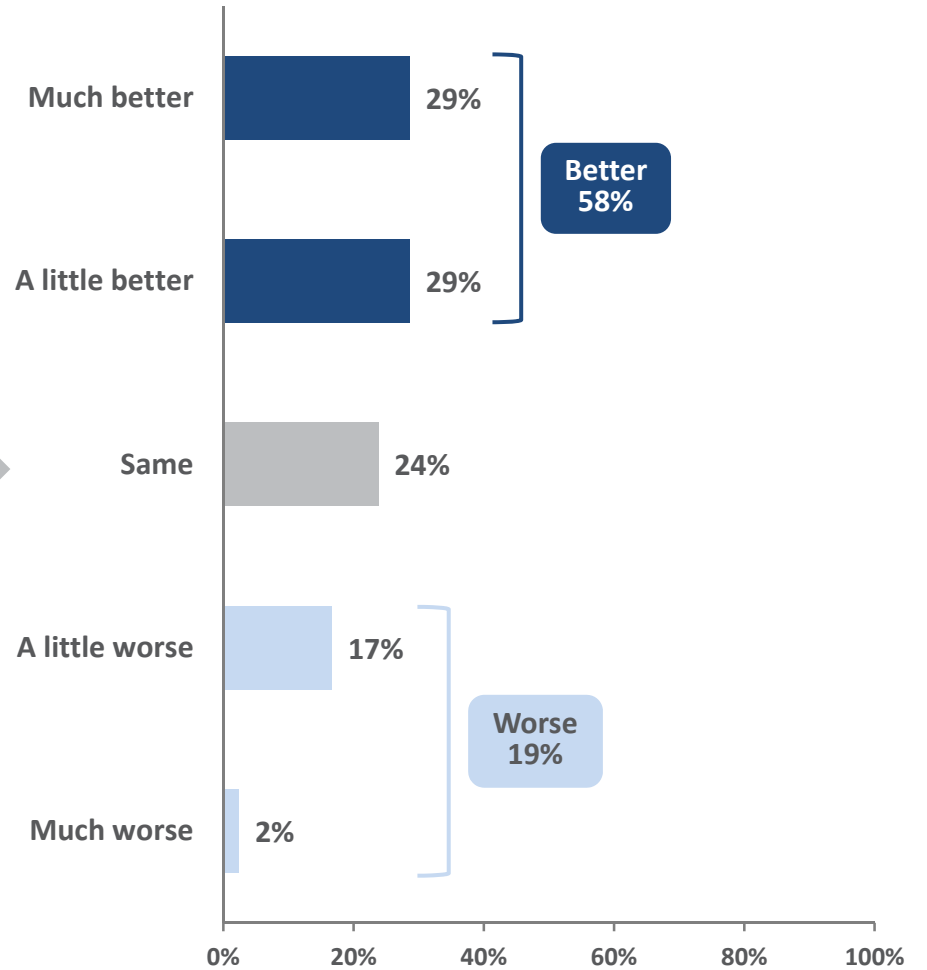
All Attendees



Yes



Attendees who attended past VISION Conference



Q8. Have you previously attended the BCAMA VISION Conference?  
(n=84)\*

Q9. How would you rate this year's event relative to past VISION conferences?  
(n=42)\*

\*Small base size, interpret with caution.



## Rating Relative to Previous VISION Conferences



	2015 (n=84)*	2014 (n=86)*	2013 (n=84)*	2012 (n=101)	2011 (n=111)	2010 (n=177)	2009 (n=181)	2008 (n=70)*	2007 (n=132)
Total better	29%	14%	26%	17%	27%	26%	30%	9%	35%
Same	12%	9%	8%	20%	16%	15%	8%	10%	8%
Total worse	10%	24%	23%	22%	14%	5%	3%	22%	2%
Don't know/no response/ did not attend	50%	55%	42%	42%	44%	49%	51%	59%	56%

Note: Only respondents who answered "Yes" in Q8 would be asked Q9.

\*Small base size, interpret with caution.

Q9. How would you rate this year's event relative to past VISION conferences?

## Rating Relative to Previous VISION Conferences - Verbatim



*"Venue selection was key - I understand there's a desire for new and innovative spaces, but sometimes function over form is the better way to go and this year the venue selection was on point for the type of event you're producing."*

*"Liked the speakers and venue. The LOUDTable sessions were very enjoyable and it was great to interact with the speakers and fellow attendees."*

*"Fantastic speakers in compare with last year - well organized event - great locations - better quality of food (breakfast, lunch & breaks)."*

*"I haven't been in a number of years. In the past VISION has been very good. I have heard that the past couple of years have not been up to the standards of the past. I was very pleased with this year. Most speakers were very good with a few exceptions, which is to be expected."*



*"Last years event had a much better venue and parking. The networking was in a more inviting environment."*

*"I felt like the speakers were not as impressive on paper than in the past(2 years ago), though they all did give good talks. I did enjoy all the speakers and their content was excellent. It would have been great to have the agenda of the day emailed out to participants after they registered for the event. I went onto the website to view the agenda, but it would have been nice if it was already sent to me."*

*"The overarching theme of Play was much stronger in last year's conference."*

*"The speakers were less compelling than the speakers from previous years. Additionally, the speakers were not as high profile. "*

*Note: These quotes are for reporting purposes only and may not be used in publications without the consent of the respondent. A separate document provides a full listing of all verbatim responses that are allowed for further posting.*



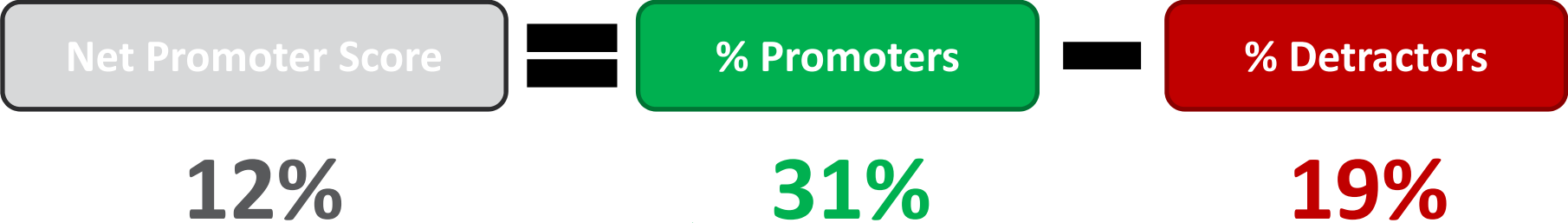


# Likelihood to Recommend – Net Promoter Score

*“Educational content was not cutting edge. I attended mostly for the networking opportunities.”*

*“I just didn't feel that the conference was as informative or fun as it's been in previous years.”*

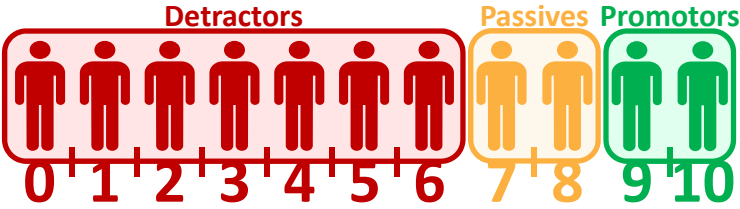
*“I don't think it's good enough for me to "recommend" it to someone else.”*



*“Great value based upon the quality of the speakers and the all-day format, sit-down lunch.”*

*“I believe the content/speakers worthy of sharing - great ideas for all levels of an organization”*

*“I think one of BCAMA's strengths is getting really high quality speakers in which sets the organizations events apart from other conferences in the city.”*



(n=84)\*  
 \* Small base size, interpret with caution.  
 Q12. How likely is it that you would recommend the VISION conference to a colleague or friend?  
 Q13. Why did you give that response?



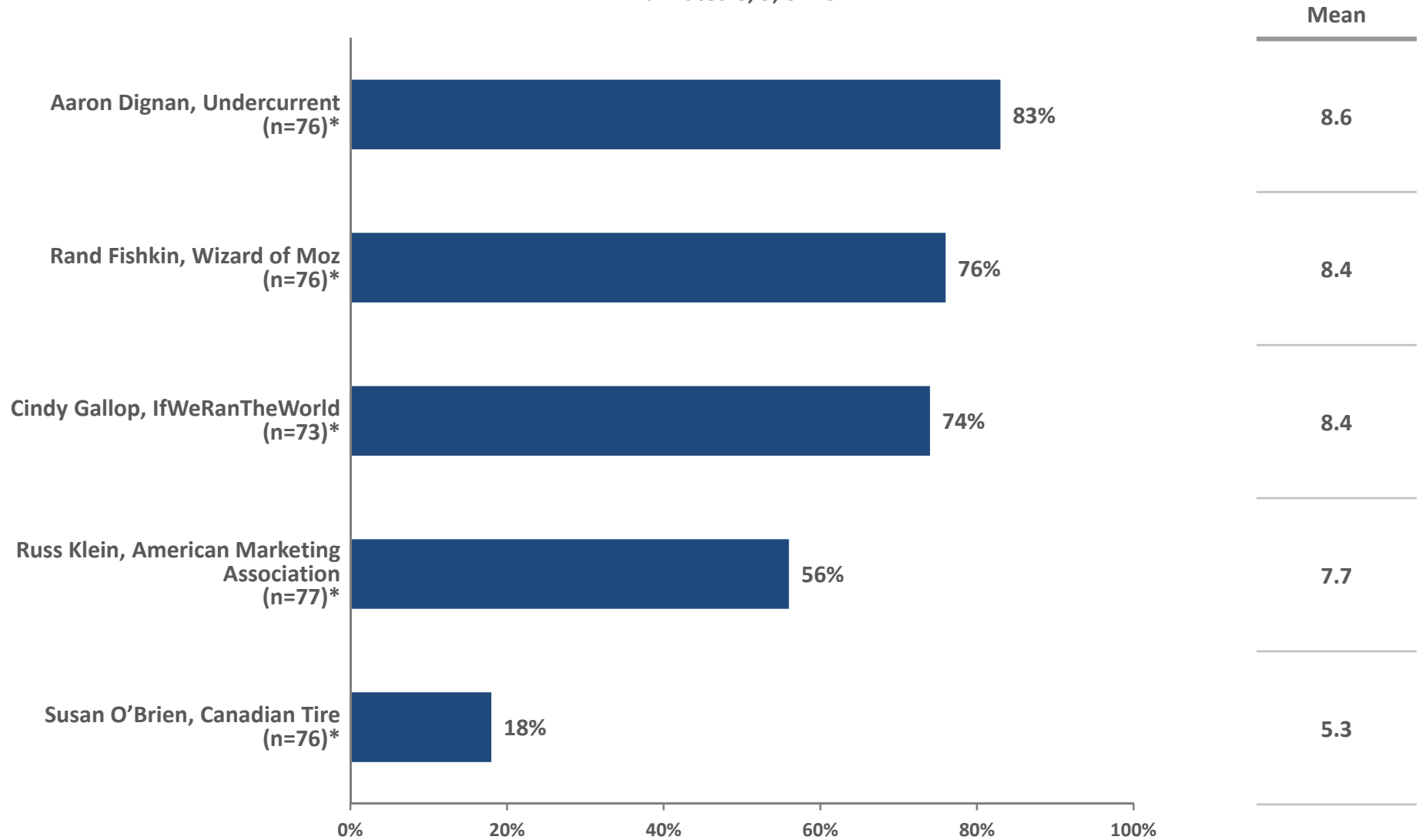
## Speaker Ratings

- Among the five keynote speaker sessions of VISION 2015, more than four-in-five (83%) attendees give top ratings for the overall presentation delivery of Aaron Dignan from Undercurrent. He receives an average mean rating of 8.6.
- Broadly three-quarters of attendees rate Rand Fisher from Wizard of Moz and Cindy Gallop from IfWeRanTheWorld positively (76% and 74% respectively). Both are awarded an average score of 8.4.
- More than half (56%) of attendees give top ratings for Russ Klein from the American Marketing Association, with an average score of 7.7.
- Among the five keynote speakers, Susan O'Brien from Canadian Tire receives the lowest rating from attendees (18% with a mean score of 5.3).



# Speaker Ratings

■ % Rated 8, 9, or 10



*\*Small base size, interpret with caution.*

*Note: Selection of speakers excludes 'don't know' and 'did not attend' responses.*

*Q11. Please rate each of the following speakers of VISION 2015 in terms of overall delivery of the information presented. Please use the 10 point scale (where 1 is very poor and 10 is excellent).*



# Pre-Event Metrics





## Pre-Event Metrics

- The top three factors that motivate respondents to attend VISION 2015 include “staying up-to-date on marketing knowledge”, “session topics/speakers”, and “networking” (76%, 71%, and 56% of attendees respectively give a rating of 8, 9, or 10 out of 10).
  - These three factors in 2015 are also the top three factors identified in 2014 and 2013.
- Most of the other motivators do not play as strong of a role in comparison. The least influential motivators are “location” and “theme”. These two motivators also had the least influence last year.
- A quarter (24%) of VISION attendees have also attended or plan to attend other marketing conferences, with the majority of them (16% out of the 24%) reporting to have attended the Art of Marketing conference.
- Among respondents who only choose to attend VISION 2015 this year, having been to the VISION conference in the past and having had the conference recommended by friends or coworkers are the top two reasons (mentioned by 34% of attendees each).
- Around a quarter of attendees consider the reputation of the VISION conference (27%), having friends or coworkers going to the event (25%), and not having to pay for the conference (25%) as factors that contribute to them choosing VISION.

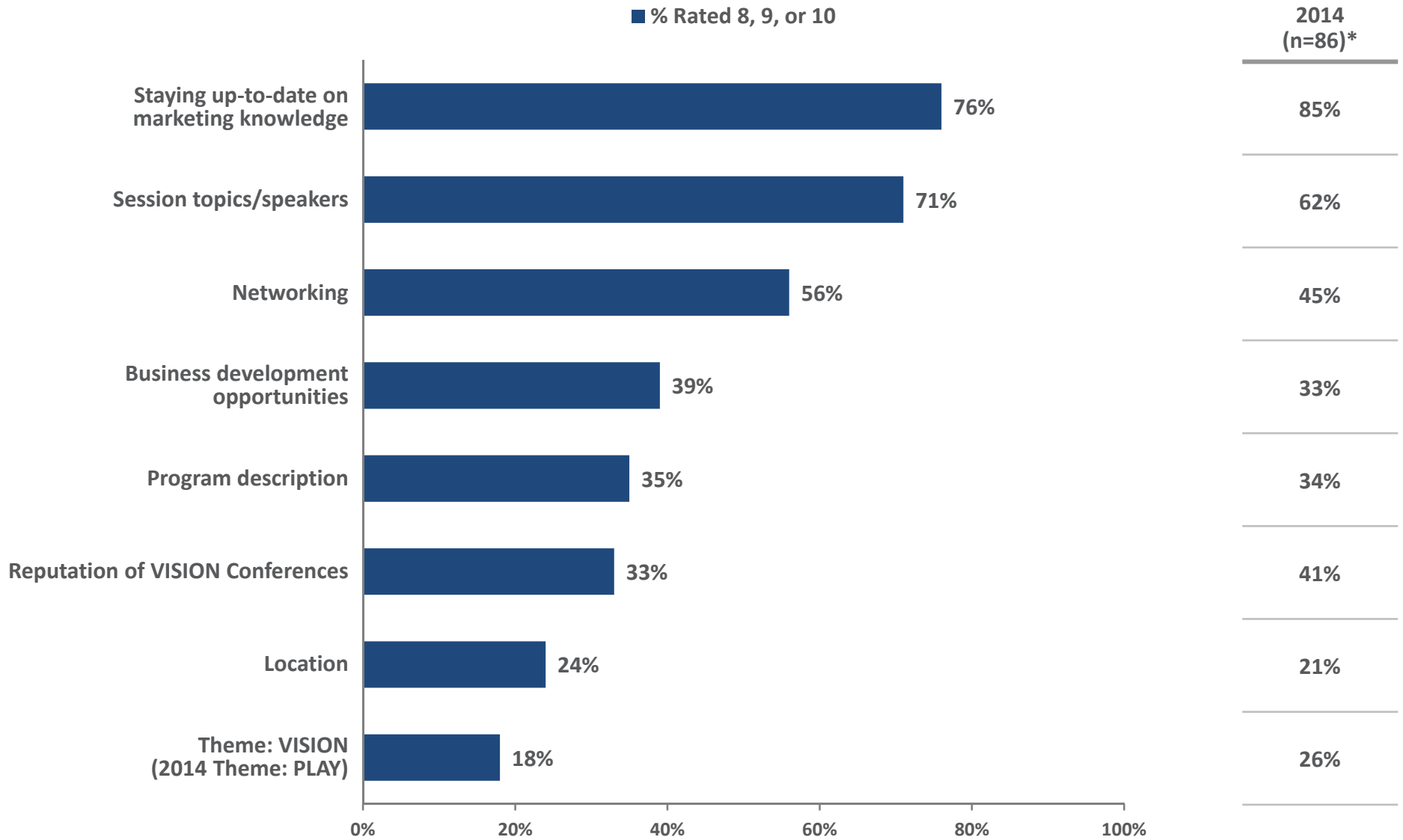


## Pre-Event Metrics

- In terms of communication regarding the VISION conference, the top method continues to be e-mail reminders (36%). However, this method has directionally trended down since 2013 (fallen by 10 pp between 2013 and 2014, and another 12 pp this year).
  - “Word-of-mouth” communication continues to play a role in being second most prevalent way of how attendees hear about the conference at 29%. This is the second year where “word-of-mouth” communication has overtaken “BCAMA” communication in terms of how attendees hear about the conference.
  - BCAMA-owned platforms such as BCAMA events and the BCAMA websites still play an important role in reaching and communicating to VISION attendees (25% and 19% each).
  - Social media sites, including Twitter, Facebook, and LinkedIn continue to have minor impact on raising awareness about the VISION conference (7%, 4%, and 2% respectively).



# Attendance Motivators



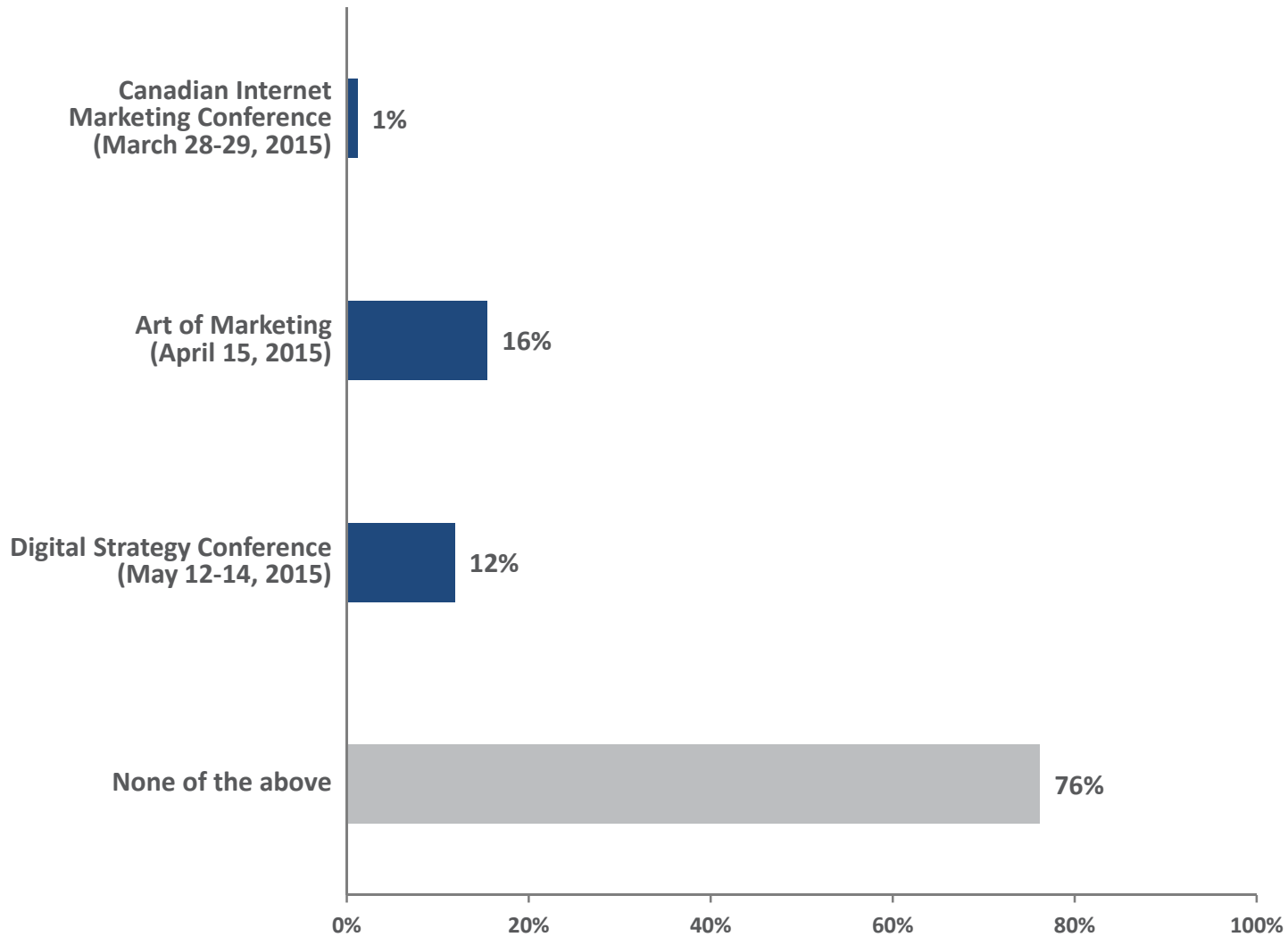
(n=84)\*

\* Small base size, interpret with caution.

Q2. What motivated you to attend VISION 2015? Please use the 10 point scale (where 1 is not at all important and 10 is very important).



## Other Conference Attendance



(n=84)\*

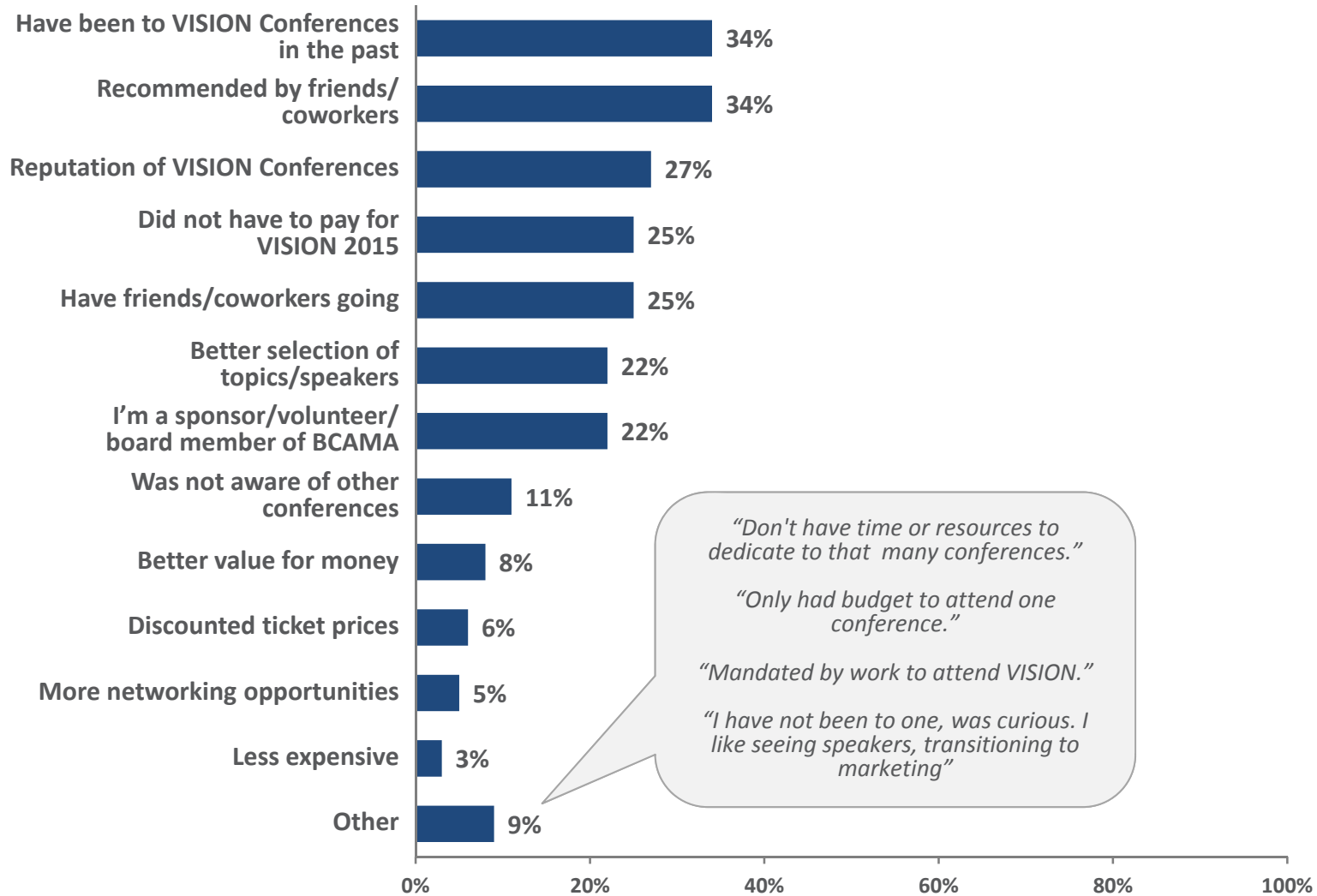
\* Small base size, interpret with caution.

Q3. Have you attended or will you attend any of these conferences this year? Check all that apply.





## Reasons for Attending Only VISION



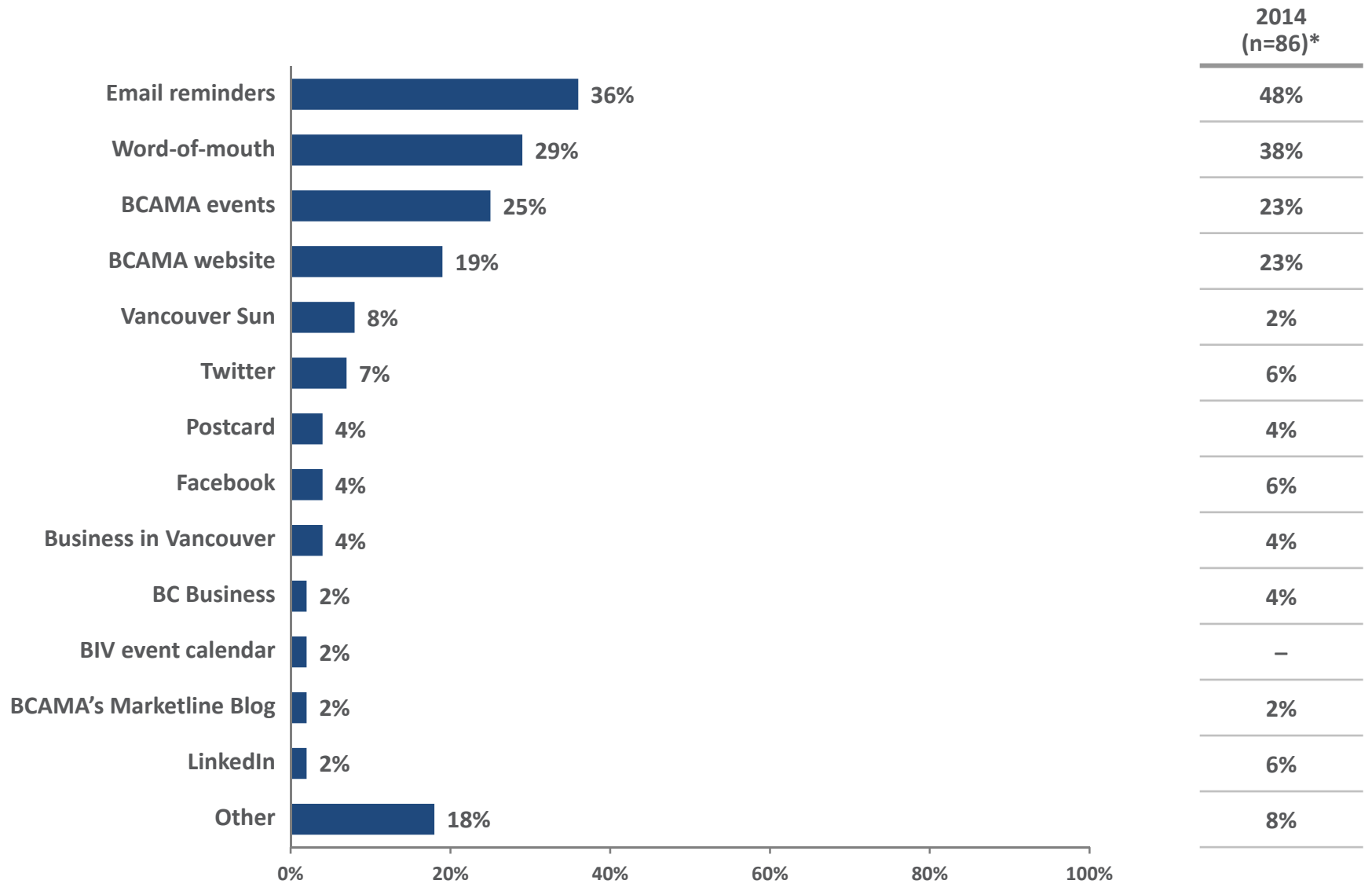
\* Small base size, interpret with caution.

Base: Among those who selected "none of the above" at Q3 (n=64)\*

Q4. Why did you choose to attend VISION 2015 and not any of the other conferences? Please select all that apply.



# Communication Methods



(n=84)\*

\* Small base size, interpret with caution.

Q1. How did you hear about VISION 2015? (Please select all that apply).



# Communication Methods



	2015 (n=84)*	2014 (n=86)*	2013 (n=84)*	2012 (n=101)	2011 (n=117)	2010 (n=185)	2009 (n=181)	2008 (n=176)	2007 (n=140)
Email reminders	36%	48%	58%	50%	50%	38%	39%	43%	41%
Word-of-mouth	29%	38%	20%	30%	30%	27%	23%	33%	26%
BCAMA events	25%	23%	25%	16%	12%	9%	7%	7%	9%
BCAMA website	19%	23%	35%	23%	30%	26%	27%	23%	22%
Vancouver Sun	8%	2%	–	2%	2%	4%	2%	2%	6%
Twitter	7%	6%	8%	–	–	–	–	–	–
Postcard	4%	4%	6%	6%	14%	11%	18%	10%	19%
Facebook	4%	6%	8%	–	–	–	–	–	–
Business in Vancouver	4%	4%	5%	2%	3%	3%	3%	2%	4%
BC Business**	2%	4%	7%	6%	3%	1%	2%	1%	7%
BIV event calendar	2%	–	2%	–	–	–	–	–	–
BCAMA's Marketline Blog	2%	2%	2%	–	–	–	–	–	–
LinkedIn	2%	6%	8%	–	–	–	–	–	–
Other	18%	8%	12%	16%	5%	23%	18%	6%	18%

\* Small base size, interpret with caution.

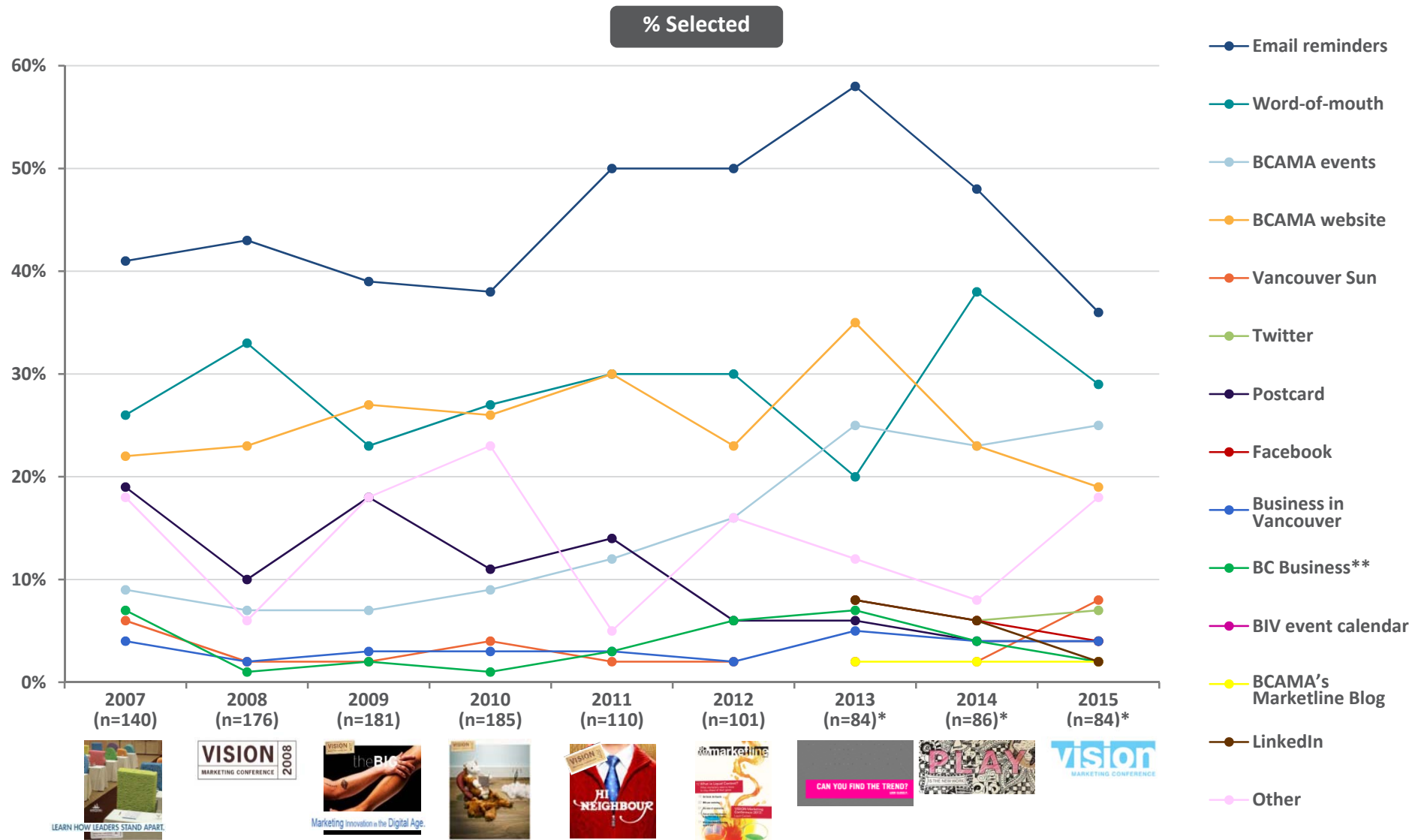
Note: Base size for each statement may differ slightly.

\*\* BC Business online -2008 to 2011 only. In 2012, BCAMA VISION had advertisements at BC business magazine and BC Business online together.

Note: In 2013, social media was further broken down into LinkedIn, Facebook and Twitter.

Q1. How did you hear about VISION 2015? (Please select all that apply).

# Communication Methods



\* Small base size, interpret with caution.

Note: Base size for each statement may differ slightly.

\*\* BC Business online -2008 to 2011 only. In 2012, BCAMA VISION had advertisements at BC business magazine and BC Business online together.

Note: In 2013, social media was further broken down into LinkedIn, Facebook and Twitter.

Q1. How did you hear about VISION 2015? (Please select all that apply).



# Sponsor Awareness



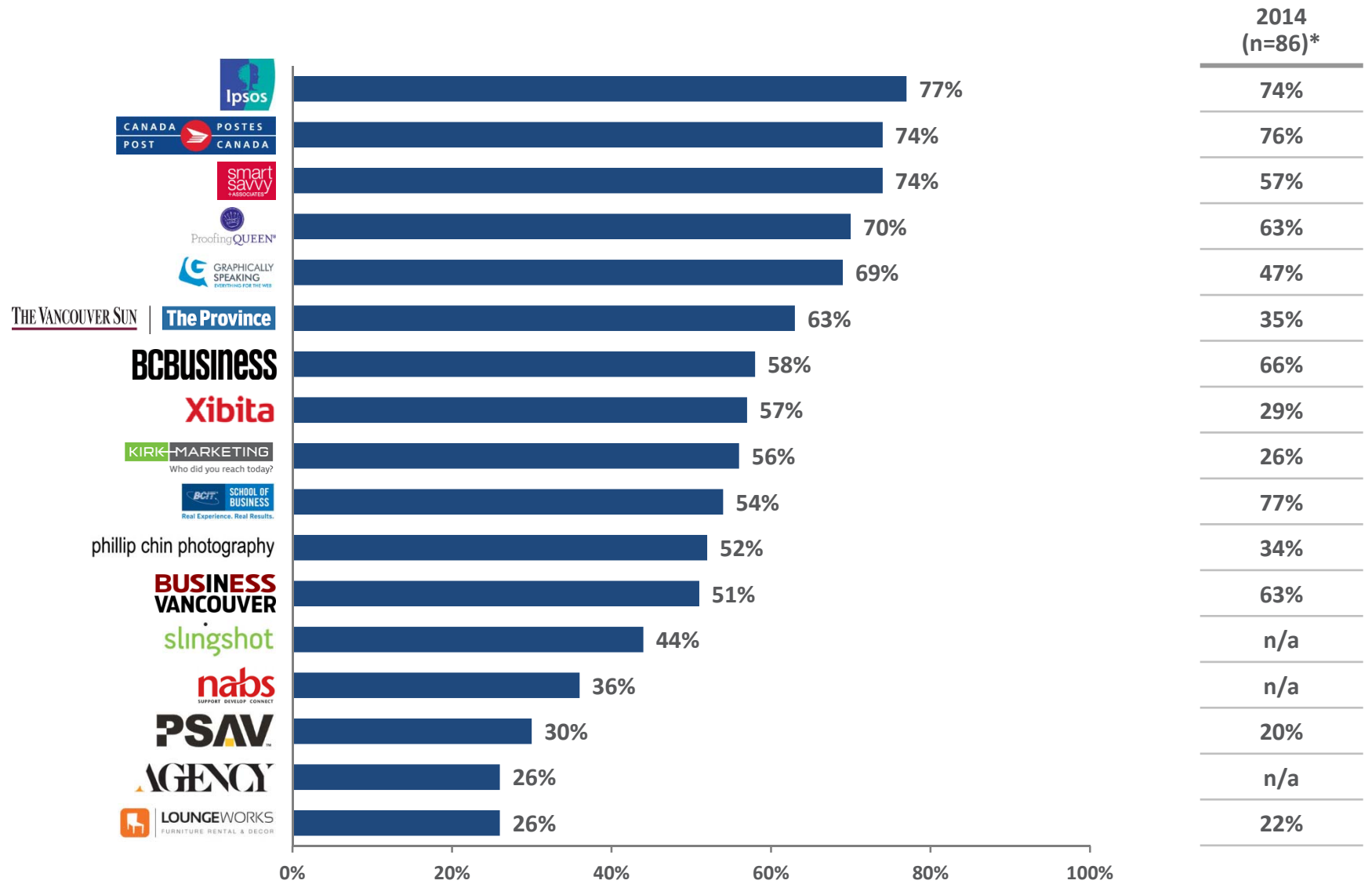


## Sponsor Awareness

- This year, more than half of the attendees report being aware of 12 of the 17 sponsors. Comparatively, the majority of the attendees last year only remember 7 of the 20 sponsors.
- Approximately three-quarters of attendees are aware of Ipsos Reid (77%), Canada Post (74%), and Smart Savvy (74%) as sponsors of VISION 2015.
- A lesser proportion (between 60% to 70%) of attendees recall sponsors like Proofing Queen, Graphically Speaking, and The Vancouver Sun/The Province at the conference.
- Around half of respondents identify sponsors like BC Business (58%), Xibita (57%), Kirk Marketing (56%), BCIT (54%), Phillip Chin Photography (52%), and Business in Vancouver (51%) as event sponsors.
- The rest of the sponsors of VISION 2015 are identified by less than 45% of attendees.



# Sponsor Awareness



(n=84)\*

\* Small base size, interpret with caution.

Q15. Which of the following are you aware of as sponsors of VISION 2015?



# Suggestions, Comments, Future Ideas, and General Feedback Summary







## Suggestions, Comments, Future Ideas and General Feedback Summary

- At the end of the survey, attendees had the opportunity to provide any suggestions, comments, or general feedback about VISION 2015. A total of 36 attendees provided their feedback and comments.
- Overall Comments and Feedback
  - The overall feedback this year is that the conference was successful. Most marketers left the conference having a positive experience.
  - Although most attendees find the speakers sessions inspiring and informative, there is, however, a handful of participants who have voiced their concerns about the quality of the speakers.
- Areas of improvement:
  - While attendees like the idea of the LOUDtable formats because it was interactive and different, they find them rushed and hard to hear.
- Suggestions and Ideas
  - There are suggestions about offering more health-conscious food options (e.g. offering juice, inviting a company to sponsor, etc.).
  - Other respondents suggest improving the technology and A/V running at the conference such as providing WIFI, displaying a social feed, and playing more upbeat music.



## Positive Verbatim

*"Loved the conference! Met a bunch of interesting people and learned a ton about marketing and business!"*

*"This was my third year attending, and by far my best experience (it was part of the reason I became a member)!"*

*"I'm looking forward to a comparable event next year and will encourage more representatives from our agency to attend. The information and inspiration at VISION 2015 was highly valuable!"*

*"VISION is the perfect experience if you want to meet new marketing peers, keep on top of new trends, find new business opportunities and be inspired and reminded why you chose to work in marketing!"*

*"I thought you brought together interesting and varied speakers who all spoke with passion. I learned a lot, even the SEO stuff was made fascinating! The short LOUDtables were quick and a pretty effective way to touch on a subject a little more directly with a thought-leader. They added a nice fast pace to the day."*

*"The speakers in general were very good, offering good information about trends and topics in the industry."*

*Note: These quotes are for reporting purposes only and may not be used in publications without the consent of the respondent. A separate document provides a full listing of all verbatim responses that are allowed for further posting.*



## Negative Verbatim

*"The LOUDtables were all they were billed to be - loud - actually hard to hear."*

*"While the LOUDtable sessions were engaging and great, the keynote speakers all seemed a little lackluster. They seemed much lower profile than speakers from previous years, and I'm not sure they held the crowd's interest. It seemed like there was a lot of murmurs and talking throughout the presentations."*

*"The LOUDtables aren't the greatest breakout format. You don't get quite as much information as you might want. A half hour or hour long breakout session might work better."*

*"Would have been great if the LOUDtables were just a bit longer as they felt quite rushed."*

*"A/V was weak. Get 2 more speakers on par with Aaron, Cindy, and Russ, and you've got a winning package."*

*"To be competitive with the other industry events, you need a keynote speaker that stands out and is a sought-after presenter. People need to leave with a sense of good fortune that they were able/allowed to attend and be excited to share their experience with others."*

*Note: These quotes are for reporting purposes only and may not be used in publications without the consent of the respondent. A separate document provides a full listing of all verbatim responses that are allowed for further posting.*



## Suggestions Verbatim

*"I'd like to see more live social feeds displayed at the event. Something to show all the interaction between attendees around #BCAMAVision."*

*"WIFI - I know it's not always possible or too expensive, but if there's a way to provide it to attendees that would be ideal - especially with the social interaction that is encouraged."*

*"Speakers are key, and would be the main factor for me to attend in 2016."*

*"LOUDtables were too rushed. Would've preferred 25 minute sessions with larger groups if the sessions had been vetted first to ensure they provide enough quality and value. Would love a bag drop off/claim for those of us that came straight from work with bulky computers, notebooks, and umbrellas."*

*"Food - offer healthy options (high fibre, high vegetable and fruit ingredients, low fat). Consider inviting a health-oriented organization to have a table/display in the sponsor area (for free) to add variety. I'd like to see health incorporated more into the DNA of marketing messages, and sharing info at these events is a good start."*

*"At the start of the day I would recommend paying some really upbeat music to get the crowd woken up and get a buzz going."*

*"More beverage option except soda, coffee or water. Maybe some juice."*

*"Female and male speakers 50-50. This year was nice to see a balance having 2 female speakers. Bravo!"*

*Note: These quotes are for reporting purposes only and may not be used in publications without the consent of the respondent. A separate document provides a full listing of all verbatim responses that are allowed for further posting.*



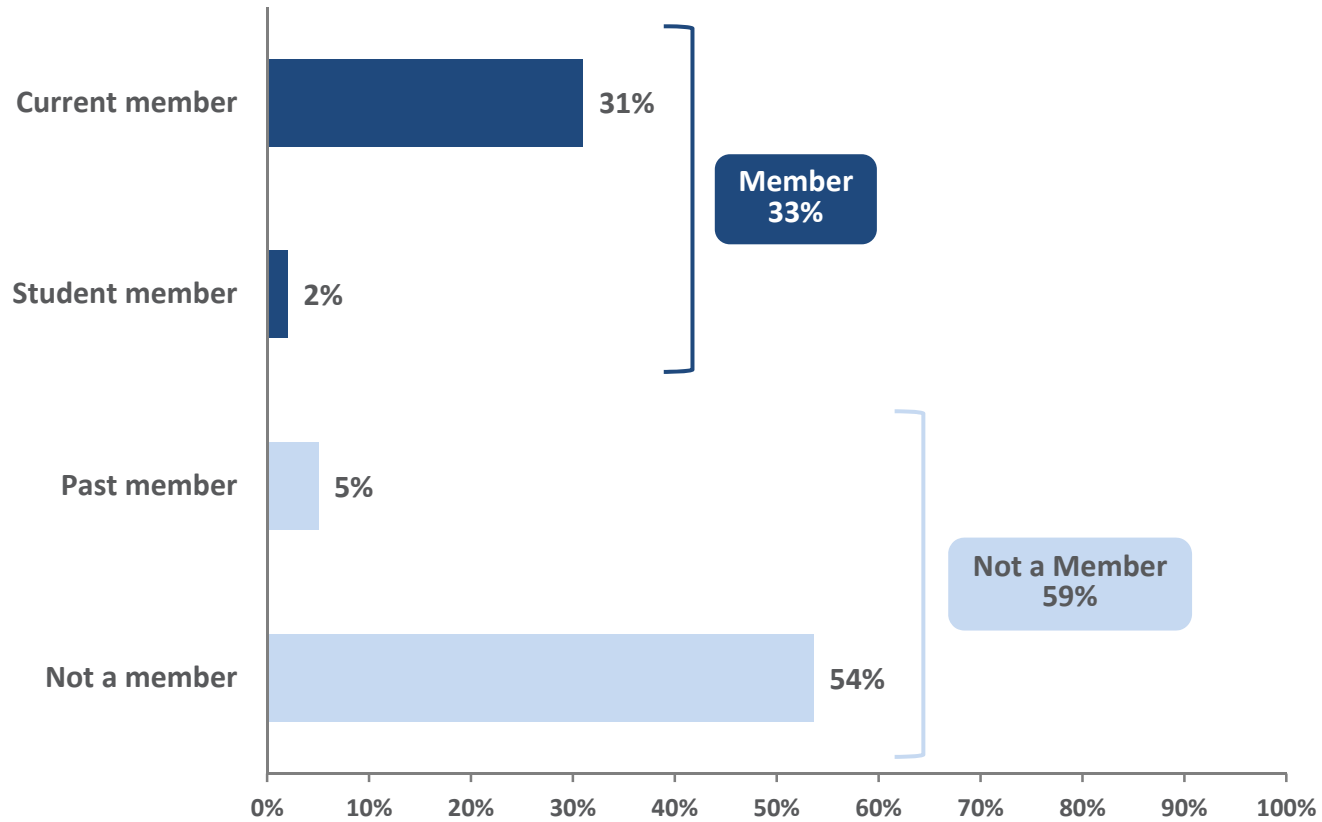
# Attendee Profile





# Attendee Profile

## BCAMA Involvement



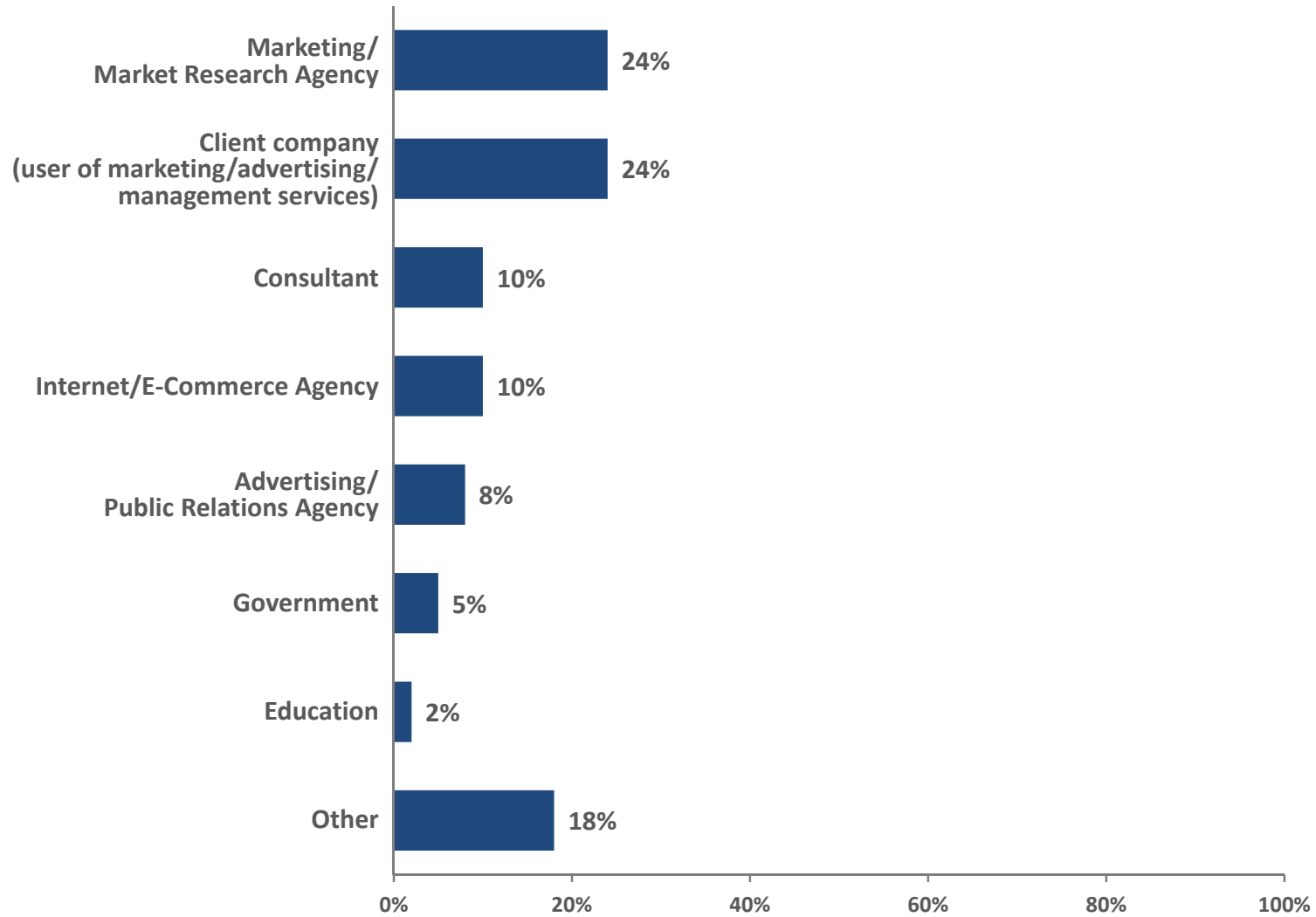
	2015 (n=84)*	2014 (n=86)*	2013 (n=84)*	2012 (n=99)*	2011 (n=102)	2010 (n=180)	2009 (n=167)	2008 (n=172)	2007 (n=140)
<b>Member</b>	33%	37%	55%	36%	39%	35%	35%	47%	42%
<b>Not a member</b>	59%	61%	44%	64%	61%	65%	65%	53%	58%

\* Small base size, interpret with caution.

Q14. Which one of the following **best describes** your current involvement with the BCAMA? Please select one.



## Attendee Profile Industry/Profession



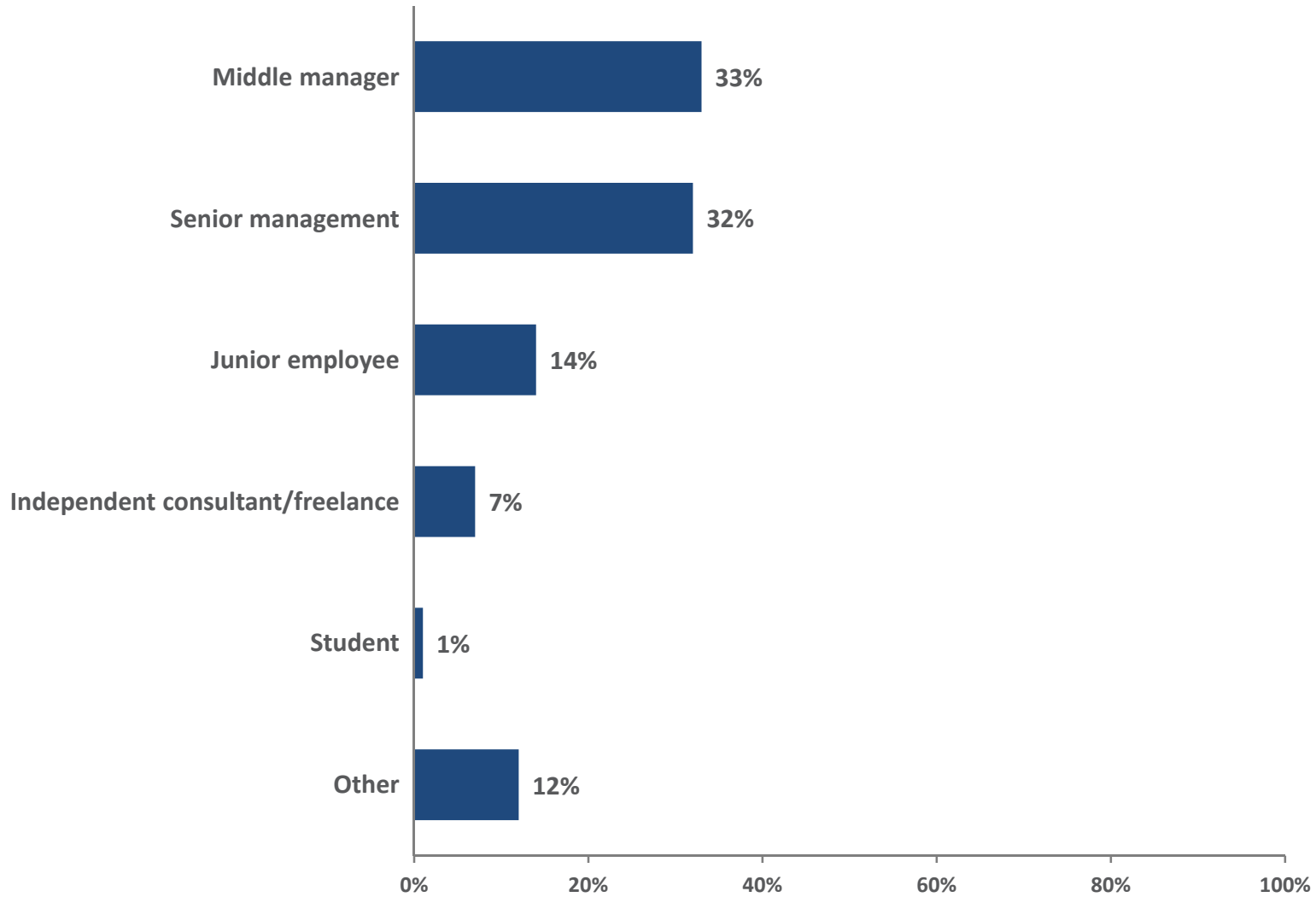
(n=84)\*

\* Small base size, interpret with caution.

Q16. In which industry or profession do you work?



## Attendee Profile Position



(n=84)\*

\* Small base size, interpret with caution.

Q17. Which of the following best describes your position at your company?