

## 2011 Member Conference Pre-Event Survey

1. Would you plan to attend a **member conference** in February 2011? \*

- Yes = 40 (61%)
- No = 12 (18%)
- Maybe = 14 (21%)

2. Would you (& your members) be more likely to attend this event in 2012, as opposed to 2011?

- Yes = 21 (35%)
- No = 39 (65%)

3. How many of your members do you think would be interested in attending? \*

-- Please Select --

- 9 ppl (14%) = 0
- 29 ppl (48%) = 1-2
- 17 ppl (28%) = 2-5
- 3 ppl (5%) = 5-10
- 2 ppl (3%) = 10-15
- 1 (1%) = 15+

4. Assuming we locate a first class location, obtain a nationally recognized speaker and develop an agenda packed with relevant educational topics, please confirm which of the pricing options below is most appropriate. \*

- \$1800 - \$2000 all inclusive = 29 (45%)
- \$1500 - \$1700 with hotel, dinners, etc. at an additional charge = 13 (20%)
- None of the above = 23 (35%)

5. If you selected 'None of the above' in question 4 please provide your suggestion of what can be reduced or eliminated in order to make the price/value equation reasonable.

Cheaper venue  More affordable keynote speaker  Fewer meals

Eliminate cocktail reception  Eliminate gala dinner

Other (if Other, please enter comments in question 6)

(Assorted Responses)

6. In order to secure a location and event management company, a substantial up front commitment would be required on behalf of TAB. With that in mind, we would like to know your level of commitment to this event.

Please indicate how many attendees you are willing to financially guarantee. This would include yourselves, your members and your contract facilitators. (For more information on this guarantee please [click here](#).) \*

-- Please Select --

Total number of individuals guaranteed = 70

7. What additional questions, comments or concerns do you have about this event?

I won't guarantee anything with my group. Last time they thought it was too expensive. Not having one certainly doesn't hurt my retention. We do have small events for the Twin Cities members locally.

This is a bad idea. There is no interest in this in the St. Louis area. TAB corporate commitment to the franchisees should be marketing in our territories and how to increase our membership. Retention is not an issue if you're continuously marketing for new members.

If the economy improves significantly for my members, maybe; if it doesn't, no way.

Please do not force us on financial assistance to contribute to this. Please do not force anyone with less than 20 paying members to come to this. There is not enough value for those of us not breaking even.

I am 100% opposed to a conference for many reasons, the most important being for a small company such as TAB it is a huge distraction, time and expense commitment contrary to our #1 focus of securing NEW members. We need everything we have against this goal. A conference is nice to have, not a driver. There is more and I would be happy to discuss at any time.

The pricing is unrealistic during this extended recession. In the Sacramento region, business owners are hard pressed to stay in business and are feeling a lot of pain. This event is viewed as unnecessary.

I am officially NOT a franchisee after May 1, and do not know how this will work with me, if I still have Boards.

Miami Beach with all the attractions of South Beach as seen during the Super Bowl is probably less expensive. If it is in Miami Beach I would be able to guarantee quite a few 6 - 8

Vegas is nuts; I'd much prefer a calmer, quieter place. Vegas was not an attraction to my members last time (except for my event-planner member). A beach/island resort might be better. I'll start asking around.

I would want it to be in a hot, beach area (e.g. St Petersburg beach area) so members could bring their spouses. From the feedback I got from some members that it is easier to get a commitment from them in February because of family commitments in the summer. I would also want industry specific round tables so that members could exchange info and create lasting connections.

It's all about ROI. It is simply NOT possible for me to make a commitment about my own attendance nor promise to financially guarantee member attendance without a very clear evaluation of attendee benefits so that a ROI analysis can be conducted.

I can only guarantee 1 member at this point - because I have not yet asked for their interest - I am purely guessing. From a price ad offering perspective (question 4) it may make sense to offer both an all inclusive rate and a conference registration only rate which would allow them to book their own hotel, meals etc, but would cover the speaker, and maybe cocktail reception and Gala dinner (the events you want everyone to attend.)

I love the idea of a User Conference. However I cannot comment on the guarantee nor the price unless I know what the level of the sessions are. I have attended many top-notch conferences and the number 1 value is what the presentations are, who presents. I didn't see that level at the first conference, so didn't attend, had only one member that considered and I did try to promote - if he or others had gone I would have. If you want TAB FACs to guarantee commitment, then you

should also ensure that they are all involved in the process - planning of the event, venue selection (Vegas is overdone by so many conferences), value proposition and agendas. Whether thru some type of voting, committees (with all guarantors participating) or other.

I suggest you change the venue to Miami Beach. South Beach; The Hard Rock casino; and a great place to vacation. The younger group will love it and I am sure you can find it less expensive than Vegas

1. Re Cost: One of my members is very knowledgeable about conferences, and although he very much enjoyed the 2008 conference, he thought it was overpriced. I believe he would be willing to discuss his observations and ideas if you thought it would help. He specifically should have ideas about how to get the best deal from an event-management company. Let me know. 2. Re Guarantee, I am still paying off debts incurred to support TAB marketing and am not in a mood to guarantee anyone else. Also, I don't see why you need a guarantee for the full registration fee to cover just the "upfront costs". I suggest instead that you ask for a deposit of say 10-25% by a certain date, and use that as an indication of the commitment. If the conference is aborted due to lack of interest, those deposits would be partially refunded and leave it between the facilitator and the member who would cover the non-refunded portion.

I think ala carte pricing at 1100-1200, with hotel and gala added

I think lowering the conference cost would attract many more Members, and allow speaker and related costs to be amortized over many more people. As to a prospective guarantee, I do not believe it appropriate to ask this of Facilitators. This is a major brand building exercise for Corporate, who already derive significant opportunity and marketing fees from Franchisees. I make the comment above as one who had the second highest # of Members (and highest percentage of Members) at the 2008 conference. So I have little doubt of my ability to again marshal members; rather this is a matter of principle!

Current economy ( recession recovery slope )does not lend itself to an open ended guarantee by any stretch in early 2011 . However , the conditions should be much enriched for a 2012 commitment. Our last member conference yield was one in ten members roughly speaking. Also I am not a fan of Las Vegas . Way too many distractions for me to justify

As I'm just starting out I don't feel comfortable saying my members would be interested, especially given that so many of them are struggling.

We're still in tough economic times- I would go very slowly on this

Times are really tough for most of our members. I am uncertain that any would attend. Guaranteeing any number would be impossible especially without knowing the details of the conference and having spoken to all the members.

I am concerned that if we do this we will be compared to others such as Vistage. They have a bigger budget and bigger companies generally. I believe we should do something, but we must make it uniquely TAB as opposed to a lower cost me to conference. Maybe more content, less flash.

Two of my members attended the last conference and felt that they gained great value from the experience.

The question about 2012 is meaningless. It's an excuse for delay. We have no better way of knowing if 2011 or 2012 will be bringing better times. As for the guarantee question I believe I would guarantee five or more. I will NOT officially make that guarantee until I know pricing and location

One of my members came to the Vegas conference and had a great time, as did I. I would like to see more meaningful workshop sessions than we had in Vegas. Some of the topics were handled on too general of a level and therefore became just general information, rather than stimulating the member to a "next step" type of attitude and commitment.

I will approach my planning for this event as I did for the first member conference. I will strongly promote attendance within my TAB practice. If any one member chooses to go, I will definitely attend in support of their decision. If no one chooses to attend I would probably not attend in that the costs would come from the same budget that is used to retain members and grow my business .... and being a bigger style conference would be a more expensive conference to attend. I had two members (with wives) attend the 1st member's conference. When asked recently if they would attend the 2nd conference being planned for either 2011 or 2012 , one said he would probably attend, one was less clear on his intentions. My hunch is I could get a similar size crew to attend a second conference. However, my hunch is a long way from a guarantee as outlined in #6.

Having not attended the last member's conference, I don't have any benchmark for comparison. My territory and members are new to TAB. When you suggest a price point, I don't know exactly what that price point "buys" (how many days, what level resort, where, what is included in the package, food, etc). I cannot afford to financially guarantee any members. It would help if I had some information in hand to discuss with my boards what a TAB member conference might look like so they could give me some feedback on their interest level in attending.

With only 6 members I am not in a position to guarantee any attendees at this time although, given a kick ass agenda I might secure 2 plus myself

Given the anticipated slow economic recovery that has just now begun I feel that 2011 would be premature timing for many recovering TAB business owners to attend.

I am concerned that 2011 is too soon. I still have many members that are suffering and I think 2012 would have a larger attendance

Getting a great (name) keynote speaker soon will make it easier to make this to my members. I'm indifferent if it is 2011 or 2012, but the member conference needs to stay in February.

I believe we need to have another member conference in 2011; going to 2012 is too far out. I believe the first conference was valued by our members, and they are the right thing to do, and they do help retention. That said, I don't necessarily agree that the member conference is the sole reason retention was 10 points higher. My sense of the members that attended was that they were getting great value from TAB, they were some of our strongest members, and that is why they came to the conference - their retention would have been higher regardless.

I will be happy to provide financial guarantee on the condition that the members' response on the quality and content of the conference is above average. I would also ask that the members be allowed to pay on a monthly installment basis over a twelve month period to avoid any cash flow issues. I do not need any installments for my payment. PLEASE RELEASE AN AGENDA AS SOON AS POSSIBLE IF THE CONFERENCE IS IN 2011.

While I understand question number 6, I am not yet ready to make any commitment as I've not yet even had an opportunity to discuss with members. Given supporting information I would be willing to do this.

Not willing to commit to a financial guarantee when I am putting significant amounts of my personal financial position into territory marketing campaigns in 2010 which is my DCSF. The risk is the economy, will it continue to improve or suffer a setback sometime in 2010. Totally impossible to forecast with any degree of accuracy

Given the economy we may want to wait until 2012. Many of my members are struggling right now and I don't see an end in sight