



ABC Conference Overall Report

Which industry does your company operate in?

Response	Frequency	Percent	0	20	40	60	80	100
Manufacturing	8	5.0%						
Financial	43	26.9%						
Telecommunications	38	23.8%						
Public Sector	48	30.0%						
Retail	23	14.4%						

Please rate the following items regarding your experience at the ABC Conference.

Program brochure and printed materials

Response	Frequency	Percent	0	20	40	60	80	100
Excellent	22	13.8%						
Good	70	44.0%						
Fair	61	38.4%						
Poor	6	3.8%						
Not Applicable	0	0.0%						

Online registration

Response	Frequency	Percent	0	20	40	60	80	100
Excellent	24	15.0%						
Good	70	43.8%						
Fair	55	34.4%						
Poor	11	6.9%						
Not Applicable	0	0.0%						

Onsite hospitality

Response	Frequency	Percent	0	20	40	60	80	100
Excellent	27	17.0%						
Good	66	41.5%						
Fair	56	35.2%						
Poor	10	6.3%						
Not Applicable	0	0.0%						

Printed program guide

Response	Frequency	Percent	0	20	40	60	80	100
Excellent	18	11.3%						
Good	70	43.8%						
Fair	65	40.6%						
Poor	7	4.4%						
Not Applicable	0	0.0%						

Food/Beverage

Response	Frequency	Percent	0	20	40	60	80	100
Excellent	18	11.3%						
Good	80	50.0%						
Fair	50	31.3%						
Poor	12	7.5%						
Not Applicable	0	0.0%						

Conference city/location

Response	Frequency	Percent	0	20	40	60	80	100
Excellent	23	14.4%						
Good	68	42.5%						
Fair	60	37.5%						
Poor	9	5.6%						
Not Applicable	0	0.0%						



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Please rate your level of satisfaction in the following categories of the conference.

Satisfaction with vendors present

Response	Frequency	Percent	0	20	40	60	80	100
Extremely Satisfied	21	13.1%						
Satisfied	68	42.5%						
Dissatisfied	63	39.4%						
Extremely Dissatisfied	8	5.0%						
Not Applicable	0	0.0%						

Satisfaction with exhibit hours

Response	Frequency	Percent	0	20	40	60	80	100
Extremely Satisfied	20	12.5%						
Satisfied	81	50.6%						
Dissatisfied	52	32.5%						
Extremely Dissatisfied	7	4.4%						
Not Applicable	0	0.0%						

Cost/value to attend conference

Response	Frequency	Percent	0	20	40	60	80	100
Extremely Satisfied	22	13.8%						
Satisfied	65	40.6%						
Dissatisfied	67	41.9%						
Extremely Dissatisfied	6	3.8%						
Not Applicable	0	0.0%						

Overall satisfaction with conference

Response	Frequency	Percent	0	20	40	60	80	100
Extremely Satisfied	26	16.3%						
Satisfied	63	39.4%						
Dissatisfied	65	40.6%						
Extremely Dissatisfied	6	3.8%						
Not Applicable	0	0.0%						

Are you likely to attend this conference next year or recommend it to someone in your organization:

Response	Frequency	Percent	0	20	40	60	80	100
Yes	110	68.8%						
No	50	31.3%						



ABC Conference Overall Report

Please note what you liked most about the ABC Conference.

- It was beautiful here! Would love to come again!
- It was very informative.
- The location was perfect!
- I love Arizona. Such a nice change from venues like Las Vegas or L.A.
- The various subjects and material covered were most helpful.
- Very well put together.
- My territory is N.M. so was nice to not have another L.A. (cal) conference.
- Materials and handouts were very well presented.
- There was a great variety of vendors in attendance.
- Materials were great!
- The variety of material covered.
- The duration of each breakout session was perfect.
- The speakers were great!
- Very knowledgeable speakers
- The catered food was delicious!
- The facility was great

Please note what you liked least about the ABC Conference.

- Nothing - everything was great!
- Not enough refreshments.
- Some breakout sessions took place at the same time so I could not attend both.
- The printed materials need to be updated.
- The conference hall was hot and there were not enough refreshments.
- Meals were too expensive! Arizona is too hot in the summer.
- Refreshments too pricey.
- Food and beverages - mainly drinks. Hot climate = cold drinks. They must have not gotten the memo!
- The program guide was not correct in several places - looks like last year's info.
- Didn't have enough time to view the exhibits because of the limited hours.
- location
- I would have liked more one-on-one time with the speakers.
- Horrible Coffee
- Wish the conference was longer
- I would have liked to have seen more exhibitors.
- The exhibitors were too pushy.