

Determine Behaviors • Maximize Attendance

Study Findings — Top Attendance Drivers:

- 95% Education & Staying Abreast of Industry
- **82% Destination — Attendees are Discerning Travelers!**
- 75% Networking



Use the Study Findings!

Decision to Attend Study: Phase One

1. **FULL REPORT: 7,171 Responses**
Chock Full of Charts and Insight
[Safe PDF Download](#)
2. **POWERPOINT PRESENTATIONS**
For Internal Teams or Chapter Meetings
 - a. **'Plug & Play' with Voiceover**
[YouTube Link to Short Version 7-minutes](#)
[YouTube Link to Full Version 16-minutes](#)


PowerPoint with Notes Pages
[Safe Download PPT Short Version](#)
[Safe Download PPT Full Version](#)
 - b. **Discussion Guide** [Safe Download PDF](#)
Working together to maximize attendance
3. **FAQ: Study Vision & Template Testing**
Why this study? [Safe Download PDF](#)

Test the Template!

Decision to Attend Study: Phase Two

1. **BEHAVIORAL PROFILE TEMPLATE**
A Tool to Fuel Dialogue:
DMO & Meeting/Expo Professional

Develop Strategic Marketing Strategies,
Together! [Safe Download the Template](#)
[Watch the 90-Second Video](#)

 **BEHAVIORAL
PROFILE
TEMPLATE**
2. **FAQ: Template Benefits to You**
How can we help the industry test the
template throughout 2016?
What's the benefit to us? To industry?
[Safe Download PDF](#)
3. **Template User Survey: Give Your Insight!**
Go to: DecisionToAttend.com

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**Fueling the Vision:
Industry-Wide Testing of the Template Throughout 2016!**

