

**VIRGINIA CHAPTER MEETING PROFESSIONALS INTERNATIONAL**  
**MEMBER NEEDS ASSESSMENT 2009 RESULTS**

**1. What type of membership do you currently have?**

Association Planner – 3

Independent Planner – 4

Corporate Planner – 6

Production/AV – 0

Hotelier – 7

CVB – 3

Convention Center – 2

Other – 6 (Faculty, Speakers Bureau, Entertainment)

**2. What category best describes your level of responsibility?**

Owner/President/CEO – 3

Vice-President/Director – 6

Manager/Account Executive/Supervisor – 19

Coordinator/Assistant Manager – 2

Unemployed – 1

Retired – 1

**3. Years in the industry?**

2 years or less – 3

3-4 years – 0

5-9 years – 14

10-14 years – 6

15 or more years – 9

**4. Years as an MPI Member?**

2 years or less – 11

3-4 years – 5

5-9 years – 13

10-14 years – 2

15 years or more – 1

**5. Do you consider MPI your primary professional organization?**

Yes – 27

No – 3

**6. Please list other professional organizations to which you belong:**

NBTA, VBTA, VSAE – 5, GSAE, MPI-Carolina's, GAMPI, ISES – 3, VAHSMP, HRCC, Reunion Friendly Network, RCMA -2, SYNC757, ABC, IASB, AMPs, MSAE, HSMIAI, IAAP, SGMP, VHTA, VACVB, NCBMP, NLMP, NASC, ADJA, CHPA, NAA

**7. List any certifications pertinent to the meetings industry that you currently hold:**

CMP – 8, CCE – 1, Serv Safe – 1, NA – 1, IAAM PAFMS Facility Management Training completed

**8. Who currently pays for your professional development?**

Employer – 16

Self – 7

Both – 7

**9. If your employer currently pays for your development but stopped paying for it, would you be willing to pay yourself?**

Yes – 16

No – 10

No answer – 3

**10. Are you aware of aide programs currently available through both VAMPI and MPI for economically distressed members?**

Yes – 28

No – 2

**11. Please indicate your level of involvement in our local chapter (VAMPI):**

<b>Options</b>	<b>Current</b>	<b>Former</b>	<b>Never</b>	<b>Future</b>
Officer	4	2	10	6
Board of Directors	8	3	9	5
Committee Chair	3	6	8	4
Committee Member	6	8	5	5
Volunteer/Ad Hoc Projects	6	7	4	3
Attend events regularly	24	2	0	4
Provided goods & Services	12	5	6	2

**12. I am located in:**

Charlottesville – 3

Hampton/Newport News/Williamsburg – 6

Norfolk/Va Beach/Chesapeake – 6

Richmond/Tri-Cities/Ashland – 13

Roanoke/Lynchburg – 1

Fredericksburg – 0

Northern Virginia – 1

**13. How many meetings did you attend last year?**

None – 1

1-2 – 5

3-5 – 14

6-9 – 6

10 or more – 5

**14. If you attended three or less meetings last year, please tell us why?**

1. If I had to miss it was usually a scheduling conflict
2. Just joined, location of meetings, scheduling conflicts, budget and time constraints
3. Joined in the spring, missed some meetings
4. Business levels at work
5. Scheduling, lack of topic interest
6. Joined March '09, has attended 3 meetings
7. Schedule conflicts
8. Meetings outside of my area, difficult to get to on time, feel much of content slanted to suppliers not planners.
9. Was attending as a guest, now a new member

**15. Please tell us your level of satisfaction with each of the following:**

**(Rate on a scale of 5 being very best and 1 being dissatisfied)**

<b><u>Answer options</u></b>	<b><u>5</u></b>	<b><u>4</u></b>	<b><u>3</u></b>	<b><u>2</u></b>	<b><u>1</u></b>
Overall Membership	13	13	3	1	0
Chapter Membership	14	11	4	1	0
Chapter Networking	10	13	6	1	0
Membership Directory	7	17	5	1	0
Chapter Communications	13	15	1	0	1
Monthly Meetings	16	7	4	0	1
Topic and Content	13	11	5	0	1
Speakers	10	15	4	0	1
Meeting Locations	13	9	4	3	1
Registration fees	12	12	4	1	1
Meeting Length	12	15	2	0	1
Time of Day	14	13	1	1	1
Day of Week	13	14	1	2	0
Networking	10	12	7	0	1

**16. Currently the greatest benefit to my membership in VAMPI is:**

- Professional Networking – 20
- Social Networking – 1
- Professional Association – 6
- Increased Business – 0
- Education – 5
- Other – 1 (work there)

.  
. .  
.

**17. Please rate the importance of the following:**

**(rate on a scale of 5 to 1 where 5 is very important and 1 is not important at all)**

<b><u>Options</u></b>	<b><u>5</u></b>	<b><u>4</u></b>	<b><u>3</u></b>	<b><u>2</u></b>	<b><u>1</u></b>
Chapter Newsletter	7	9	7	4	3
Membership Directory	7	9	10	1	3
Monthly Meetings	17	9	3	0	0
Leadership Opportunities	8	10	10	1	1
Chapter Website	11	13	5	1	0
Job Bank	5	14	4	3	2
Other	0	1	2	1	0

**18. Which vehicle would you prefer for Chapter communications?**

E Mail Blasts – 29

Fax – 0

US Mail – 0

Twitter – 0

Facebook – 1

Linked-in – 1

Other – 0

**19. Are you involved with any of the following social media? (mark all that apply)**

E-Mail – 28

Twitter – 10

Facebook – 24

LinkedIn – 20

None – 1

Other – 1 (plaxo)

**20. Last year VAMPI launched a new website, what information would you like to have available on the site?**

Program information – 26

Members only area, with contact information – 28

News – 24

How to Join – 9

Job listings – 23

Other – 2

\*recap of mtg content and lots of photos from past events, plus a blog for idea sharing or use of FB for this with a link.

\* member spotlight

.

.

**21. How important are the following factors to your meeting attendance?**

**(Rate on 5 to 1 scale where 5 is very important and 1 is not important at all)**

<b>Answer Options</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Topic and Content	21	9	0	0	0
Speaker	17	9	3	1	1
Meeting Location	12	12	4	3	0
Registration fee	6	9	11	3	2
Meeting Length	10	11	6	2	2
Time of Day	12	9	6	3	1
Day of Week	11	8	6	5	1
Networking	15	9	6	0	0

**22. The best meeting format for me is?**

Breakfast – 7

Lunch – 16

Dinner – 0

Reception/Cocktails – 0

Mixture – 8

**23. We currently rotate our meetings around the state, in the future we should:**

Continue rotating – 26

Stay in the Eastern Half – 1

Stay only in Richmond – 2

Include the Western half – 2

Other – 1 (Monthly meetings in Richmond only, other areas for annual conference)

**24. Have you participated in VAMPI's Ambassador Program? (New Member New member mentoring)**

Yes – 5

No – 26

**25. If yes, how beneficial was the program to your personal and professional growth within VAMPI?**

\*It was great. It made me feel welcome and I had someone to look forward to seeing at the beginning.

\*I am not familiar with VAMPI's Ambassador Program

Absolutely, it allowed me to meet new members and interact with them

Tremendously

**26. Would you be interested in serving on a committee and having someone contact you about the possibilities that exist?**

Yes – 12

No – 14

Skipped – 6

.

.

.

**27. If Yes, how may we best contact you?**

Any, [sawarren@vbgov.com](mailto:sawarren@vbgov.com), email, email, email – already on 2 committees, I am interested, but my plate is too full at the moment, I think 2011 would be better timing for me, already on a committee, [Kimberlybivins@altria.com](mailto:Kimberlybivins@altria.com), email, email.

**28. What is the greatest challenge you face day to day in your job?**

Time to get everything in-trying to continue to do the same things with less resources.

Economy – 3

Having time to prospect

Time Management – 5

Juggling work responsibilities and the desire to be more active in VAMPI

Finding people with meetings budgets

Maintaining a consistent revenue stream

Time – Proper delegation

Less staff to do the job

Marketing

Getting everything done without adding hours to the day

Sales

Overworked not enough hours in a day

Relationship building, showing value, expenses

Just went back to work, now learning a new job

Pricing

Staff and budget (creating an event on a shrinking budget)

Flexibility and multitasking

Having a full time travel schedule and keeping up with sales leads

Doing more with less Money and minimal staffing

Having enough time to give each client the time they deserve

Managing my staff

Not sure

**29. What is the biggest challenge you foresee in the meetings industry in the next Three years?**

Economy – 9

Keeping meetings relevant for a diverse membership that includes multiple

Generations and having something that appeals to each.

Oversaturation of market and how to overcome  
Growing face to face meetings  
A move toward internet meetings  
Justifying the importance of face to face meetings  
Regaining public support for corporate meetings to take place  
The balance between getting back on top and not coming across as inflexible to  
Making connections, chapter meetings not a priority for planners  
Clients.  
Budget cuts for travel and events  
Reduction in face to face meetings. Perception issues  
I plan food drives, not sure if that applies to VAMPI  
Creating buzz for excitement for events at affordable prices for attendees  
Managing through economic downturn and finding ways to continue to partner  
with suppliers to create a win/win for both parties  
Building all of ourselves back up to our level of business, speed and employment  
we enjoyed in the past.  
Cost of Traveling  
People staying local for meetings  
Downward Pricing pressure & low budgets

**30. The most important thing that VAMPI could do for me tomorrow is:**

Help me get a raise/promotion – 2  
Help me get a new job – 3  
Help me develop more business opportunities – 16  
Teach me better business skills – 7  
Other (Please specify) – 7  
Reevaluate the annual MPI fee. I think cost is a deterrent to some possible  
members.  
Continue to provide forums for education and networking - 3  
Transfer a membership to another employee without a fee  
Figure out a way to get planners to meetings & involved in leadership

**31. I have been active in recruiting new members to VAMPI and in the last year  
I've recommended \_\_\_\_\_ new members.**

0 – 18

1 - 1

2 – 4

4 – 2

Several

Too many to count

Still very new to the industry

I have not been involved; I have recommended VAMPI to others

**32. Do people you meet in your business know about MPI?**

Yes – 24

No - 6

**33. Are you actively doing business with other MPI members?**

Yes – 21

No - 7

**34. Have you gotten business directly from your membership in VAMPI?**

Yes – 13

No - 17

**35. Choose your top two Platinum Series for 2010 and 2011?**

ROI for Meeting Professionals – 14

Strategic Influencing – 16

Strategic Corporate Social Responsibility – 3

Perk up Meetings: Be an Educational Design – 15

Meetings with the Facebook Generation – 14

**36. Rank your top 12 Education Topics**

**Options**

Using LinkedIn for Business Networking and Career Development:

4,6,10,7,11,3,1,1,9,3,4,\_

Time Management: 5,5,6,4,8,2,4,7,1,\_1,\_

How to Give Great Presentations: 11,7,1,3,7,5,7,4,7,\_2,\_

Conquering Contentious Contract Clauses:10,12,9,6,9,12,5,10,6,1,3,\_

Image Consultant: 6,4,5,2,5,6,11,5,8,\_8,\_

Dining and Business Etiquette: 9,3,4,8,6,8,12,6,10,\_9,\_

Marketing Yourself Inside and Out: 1,1,2,1,1,1,6,2,2,\_5,\_

Surveys, How to choose the right tool: 8,8,3,5,4,9,8,8,11,2,\_,\_

Writing a Post Conference Report: 12,11,12,10,11,9,12,12,\_,\_

Sponsorships: Strategies for your events: 3,2,8,11,2,7,10,9,5,\_6,\_

Contract Negotiations: 7,1,12,10,3,10,3,11,4,\_7,\_

Social Networking: 2,10,7,9,12,4,2,3,3,\_10,\_

**37. What are other topics you are interested learning more about in at our monthly meetings?**

Yield management, Marketing Incentives in a down economy

Quick tools to help with using Excel, Word and PowerPoint

Cash Handling, Timelines for when payments should be taken in and how to

Get clients to pay in installments

Planner panel & discuss what suppliers can do to win more business

**38. What technology tools or programs would you like to know more about?**

Social networking

Google/Search engines and how to more efficiently use

APEX

A/V

Electronic Professional Networking

Social media, Blackberry's, other mobile devices

LinkedIn/ Audio Visual Equipment and Sound setup

Facebook and Twitter

How savvy planners are using Facebook and Twitter for promotions

**39. What are some leadership topics or professional development topics you would be interested in?**

Effective presentations, Time management

Working effectively from the road

Team building between many levels of management

Leadership skills

Communication skills between employees and clients

Generational differences – internal & external

How to maintain motivation in this economy

Successful Sales and market yourself

**40. Would you prefer the member directory be printed and mailed to you?**

**Yes: 2**

**No: 10**

**41. If yes, Would you or your company be interested in supporting the directory by sponsoring it with a monetary donation?**

**Yes:1**

**No: 2**

**42. Please include any additional comments you may have regarding VAMPI:**

VAMPI sends way too many emails. My inbox is always in fluxed with them.

Can we figure out a way to consolidate to a once a week or even every

Other week newsletter with committee updates etc? I can't tell you how

Many donation requests I have gotten from the fundraising committee for

Christmas auction that I have ALREADY donated to...it's too much and it

loses its importance when you get so many....I find myself not even reading them anymore. PS you can't rank ? 36.

Great Organization!

Need more meeting planner members - 2

Thanks for being a good local chapter

NA

Great Chapter

