

**2010 CANADIAN PUBLIC RELATIONS NATIONAL CONFERENCE
SURVEY RESULTS**

Strongly Agree Agree Disagree Strongly Disagree

GENERAL QUESTIONS:

Hotel room was good quality and value	26%	63%	9%	2%
Meeting rooms were comfortable and suitable	22%	73%	5%	0%
Food was of good quality and quantity	24%	65%	9%	2%
Audiovisual equipment worked suitably	32%	65%	4%	0%
Registration desk personnel were pleasant and helpful	41%	58%	1%	0%
Exhibitor displays were informative	18%	81%	1%	0%
Social events were well organized and enjoyable	41%	55%	4%	0%
National Awards Gala dinner was well organized and enjoyable	31%	56%	10%	3%

HOW DID YOU HEAR ABOUT THE CONFERENCE?

Email notice	61%
CPRS website	42%
Word of mouth	37%
Direct mail	24%

IN ORDER OF PREFERENCE, PLEASE INDICATE YOUR REASONS FOR REGISTERING:

Awards dinner	61%
Keynote speakers	49%
Workshops	49%
Networking	36%

WERE YOU INFORMED WELL ENOUGH AHEAD OF TIME ABOUT THE CONFERENCE?

Yes	90%
No	10%

HOW WOULD YOU PREFER TO RECEIVE INFORMATION CONCERNING FUTURE CPRS CONFERENCES?

Email notice	88%
CPRS website	30%
Direct mail	11%

Excellent Very Good Good Poor Very Poor

PLEASE RATE THE KEYNOTE AND PLENARY PRESENTATIONS:

Bert Crowfoot -- College of Fellows keynote	10%	24%	38%	18%	10%
Peter Mansbridge -- Canada and Canadians in a Changing world	76%	22%	3%	0%	0%
Sarah K. Jones APR, FCPRS and panel -- Ethics in Public Relations	8%	37%	45%	8%	3%
Honorable Lynda Haverstock C.M., S.O.M., Ph.D., L.L.D. -- How do you like your Saskatchewan	16%	46%	36%	3%	0%
Richard Bartrem -- Taking a Flying Leap... And Landing in Style	69%	28%	3%	0%	0%
Jon Iwata -- The Changing Role of the PR Profession and Professional	30%	43%	17%	8%	2%
Sheila Bird -- Diana and Charles Tisdall Lecture -- Communications in a Policing Environment	12%	30%	47%	11%	0%
Jillian de Beer -- [results missing]					

Excellent Very Good Good Poor Very Poor

PLEASE RATE THE WORKSHOP PRESENTATIONS:

From the Outhouse to the Penthouse	31%	31%	38%	0%	0%
PR Agency Life	0%	50%	25%	25%	0%
Media Meltdown	11%	21%	68%	0%	0%
Communication Measurement 2011	23%	27%	41%	9%	0%
Strategic Leadership for Clients and Consultants	7%	36%	50%	7%	0%
Engaging with Online Influencers & Measuring Results	6%	27%	58%	9%	0%
Personal Brand	28%	48%	24%	0%	0%
Sponsorship -- The Changing World of Communications	24%	29%	41%	6%	0%
Digital and Social Media Trends to Watch	26%	44%	26%	0%	4%
Corporate Social Responsibility	26%	42%	32%	0%	0%
How the Communications Industry can go Carbon Neutral	31%	15%	38%	15%	0%
Communicating During a Pandemic	9%	48%	35%	9%	0%
Navigating your Way through a Perfect Storm	28%	36%	28%	8%	0%
Communicating with Women Consumers	25%	42%	33%	0%	0%
Loosening Lips	27%	27%	33%	13%	0%

Excellent Very Good Good Poor Very Poor

PLEASE RATE EACH SOCIAL EVENT:

Fowl Supper at the Delta Regina	28%	43%	26%	3%	0%
Evening to Remember at the RCMP Heritage Centre	28%	49%	23%	0%	0%
Gala Awards Evening	23%	31%	38%	7%	2%

Excellent Very Good Good Poor Very Poor

PLEASE RATE THE ENTERTAINMENT AT EACH SOCIAL EVENT:

Fowl Supper at the Delta Regina	45%	23%	27%	5%	0%
Evening to Remember at the RCMP Heritage Centre	22%	36%	31%	11%	0%
Gala Awards Evening	5%	29%	45%	15%	5%

Excellent

Very Good

Good

Poor

Very Poor

PLEASE RATE THE FOOD AT EACH SOCIAL EVENT:

	<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Poor</u>	<u>Very Poor</u>
Fowl Supper at the Delta Regina	37%	40%	17%	5%	2%
Evening to Remember at the RCMP Heritage Centre	38%	25%	33%	5%	0%
Gala Awards Evening	24%	31%	27%	15%	3%

Strongly Agree

Agree

Disagree

Strongly Disagree

PLEASE RATE THE AWARDS CEREMONY:

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
The champagne reception added value to my awards gala experience	24%	68%	5%	3%
The awards ceremony was well run and efficient	21%	60%	10%	10%
The length of the ceremony was appropriate	15%	58%	23%	5%
The MC did a good job of keeping the program flowing in both official languages	13%	57%	24%	7%
The ceremony provided appropriate recognition for winners	18%	60%	18%	5%

Excellent

Very Good

Good

Poor

Very Poor

OVERALL IMPRESSION:

	<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Poor</u>	<u>Very Poor</u>
Overall, I would rate the Gala	15%	32%	43%	7%	3%

WHICH DAYS OF THE WEEK ARE BEST FOR YOU TO ATTEND THE ANNUAL NATIONAL CONFERENCE?

Sunday/Monday/Tuesday	68%
Wednesday/Thursday/Friday	28%
Other	9%