



**Registry of Interpreters for the Deaf
2009 RID National Conference
Philadelphia, PA
Conference dates ~ August 1 - 6
Exposition dates ~ August 2 - 5
Evaluation Summary Results
October 2, 2009**

2009 Conference Evaluations Summary

The following data summarizes the denoted conference evaluations.

A. Sponsor evaluations

As of October 2, we have received 6 sponsor surveys. Overall, the sponsors rated the conference experience very positive. One question asked the sponsors to rank the benefits that were of the most importance to them. The following items tied for first place, with 50% of the respondents ranking these of the most importance:

- ✚ Organization name listed in various locations
- ✚ Complimentary Conference registrations
- ✚ *VEWS* advertisements
- ✚ Banner listing/recognition

B. Exhibitor evaluations

As of October 2, we have received 12 exhibitor surveys. Overall, the exhibitors rated the conference experience very positive. Historically, the exhibit hall has been open all day. However, the exhibit hours were changed in 2009 to the following: 11am to 6pm Sunday – Wednesday. Exhibitors were very pleased with this change. A few highlights of the survey are as follows:

- ✚ What is your opinion of the total number of exhibit hall hours?
0 too short **1** too long **9** on target **1** no answer
- ✚ Did you generate a satisfactory number of leads from this show?
9 Yes **3** No
- ✚ What did you enjoy most about this show?
Talking with interpreters from all over the country – 3
Location of exhibit hall – 2
In downtown
Number of attendees
RID board was personable
Deaf friendly environment
Times of exhibit hall
Sense of community
Needs of exhibitors better addressed
- ✚ Exhibitor cost was appropriate given size of the conference.
8 Yes **2** No **2** unsure

C. Board forums evaluations

It is unfortunate not all the forums received comments, however there are some vital points in those that did. In general, the membership seemed to appreciate the forums whether they were able to attend them or not.

D. 2009 conference overall evaluations

We received 474 responses to the conference evaluation; approximately 20% of attendees. From a conference marketing perspective, this is a very positive response rate. There are many interesting and telling statistics in the survey. A few highlights include:

The top four highlights of the conference:

- Professional development – 21%
- Speakers and presenters – 21%
- Networking – 19%

Cost to attend conference was appropriate:

- Agree - 37%
- Somewhat agree – 34%
- Strongly agree – 0.05%

City and state or credentials on the badge:

- City and state – 66%
- Credentials – 14%

Do you plan to attend the 2011 conference:

- Yes – 55%
- No – 0.07
- Undecided – 28%

Would you prefer to have educational sessions during the business meeting?

- Yes – 44%
- No – 40%

Would you prefer to have discussion only at the actual business meeting and voting online after conference?

- Yes – 48%
- No – 29%

Final Comments:

RID is aware of the space challenges in Philadelphia. We assure you that we worked diligently to accommodate attendees as best as possible with what we were able to utilize. We have already set procedures in place to remedy several of the issues with space for future years. The most beneficial way, you, the conference attendee can assist in this matter is to please complete the pre-conference educational survey. We received extremely low response to this survey in 2009, and hope that in 2011 we receive an outstanding response.

As always, thank you for your time and dedication to *your* profession!

Should you have any questions, please contact Cori Dossett, CEM, Director of Meetings at RID, at cdossett@rid.org.