

ComSoc Member Attendance at Conferences

Bruce Worthman

Heather Sweeney



Statistics

- ▶ **(Non-Student) ComSoc Members – 30,000**
- ▶ **ComSoc Members attending ComSoc Conferences (Wholly Owned) – 2,500**
- ▶ **8.3% (stable)**
- ▶ **Goal >25% annually**

Want to make sure....

- ▶ **Members are aware of ComSoc's conferences**
- ▶ **There is a relevant conference for each member**
- ▶ **We provide as many ways to attend as possible**

How Chapter's Can Help

- ▶ **Promote ComSoc Conferences**
- ▶ **ComSoc will reward for Chapter help**
- ▶ **Find out why many ComSoc members aren't attending**

How to find out: Survey

Survey Questions

- ▶ If you have not attended a ComSoc conference last year, why?
- ▶ What is the most important factor for you when considering to attend a ComSoc conference?
- ▶ What key program elements do you look for in a successful conference?

Survey

- ▶ Would introducing a new style delivery of our conference sessions make you consider attending?
- ▶ Are you aware ComSoc offers a virtual conference?
- ▶ How many virtual conferences should ComSoc offer annually?

Survey

- ▶ Are you aware of ComSoc's communications regarding its conferences?
- ▶ If so, which method of communication gain's your attention?
- ▶ Are ComSoc communications reaching the correct targeted members?

Please help

Please contact Heather Sweeney if you would be willing to participate.

h.sweeney@comsoc.org

Thank You

