

WISE MEMBER SURVEY – TOPLINE RESULTS

Total responses = 38; percentages rounded up/down

What is your current occupation/function?

- **marketing (corporate) = 25%**
- marketing (non-profit) = 0%
- event planning = 17%
- sales = 17%
- agency = 17%
- **sports marketing/mgmt = 25%**
- media = 4%
- hotel/restaurant mgmt = 4%
- other = 12%

How many years have you been in your field/profession?

- less than 1 = 4%
- 1 – 3 = 17%
- 3 – 5 = 17%
- **5 – 10 = 33%**
- **10+ = 33%**

What size organization do you work for?

- less than 10 ees = 13%
- 10 – 100 ees = 13%
- 100 – 500 ees = 33%
- **500+ ees = 42%**

What is your age?

- under 24 = 0%
- **25 – 34 = 54%**
- 35 – 44 = 21%
- 45 – 54 = 21%
- 55+ = 4%

What is your annual income?

- less than 40k = 4%
- **40 – 75k = 46%**
- 75 – 100k = 25%
- 100k+ = 25%

What products/services does your company plan to purchase/contract for in next 12 months?

- creative/agency services = 63%
- hotel/venue booking = 48%
- catering/food services = 37%
- travel planning services = 21%
- event planning/execution = 47%
- legal/accounting services = 26%
- other hospitality services = 26%

How many WISE events have you attended in the last year?

- responses range from 0 to 4

What was your favorite event?

- highest responses for speed networking and “Passion Panel”

What one thing could WISE do to increase the value of your membership?

- **structured networking opportunities** = **63%**
- special “member-only” events = 13%
- group outings (sports, theatre) = 33%
- guest speakers/authors = 42%
- **professional/career development** = **54%**