

Tell me what you really want...

The power of a strategic membership survey

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of Business Communicators
Leadership Institute

Agenda

- IABC Toronto's survey
- Survey best-practice
- Draft survey



About IABC Toronto



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Benefits of a survey

- Large audience
- Inexpensive
- Anonymity
- Validate information



Benefits of a survey

- Attitudes
- Past experiences or behaviours
- Validating information revealed through other means



Benefits of a survey

- Attitudes
- Past experiences or behaviours
- Validating information revealed through other means

Surveys cannot

- Explain “why”
- Predict future behaviour





Survey best practice

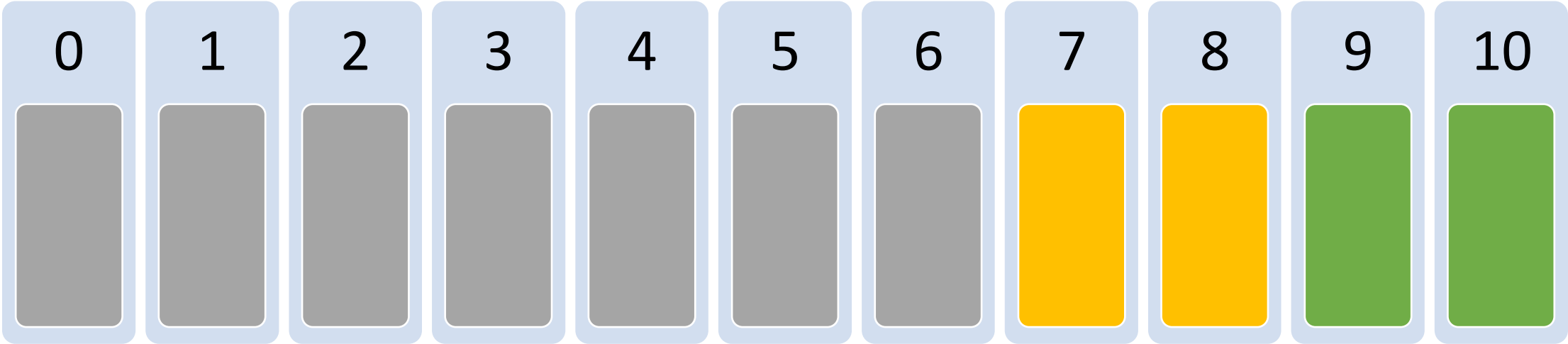
- Clear goal
- Short
- Quantifiable
- Group similar questions
- Limit open-ended questions





Avoid these pitfalls

- Double-barelled questions
- Leading questions
- Too many questions
- Unnecessary questions

Net Promoter Score



NPS = %  - % 



IABC Toronto Survey

- 15 questions
- Three categories
 - Membership value
 - Event participation
 - Demographics
- Net Promoter Score
- “Other comments”

Membership value & benefits

Why did you join IABC? (select all that apply, scale of one to five)

- Networking opportunities
- Professional development
- Awards recognition
- Exclusive volunteering opportunities
- Exclusive mentorship/mentee opportunities
- Employer pays for membership
- Other (please specify)



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Membership value & benefits

The ongoing pandemic has changed how we live and work. For many, it has shifted priorities. Tell us what membership benefits you value most. (Select all that apply, scale of one to five)

- Professional Development
- Awards Recognition
- Exclusive Volunteering Opportunities
- Exclusive mentorship/mentee opportunities
- Networking opportunities



Membership value & benefits

What is one thing IABC/Toronto can do to make your membership more valuable and relevant to you? (Open text)



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Membership value & benefits

Have you considered getting certified as a Communication Management Professional (CMP®) or Strategic Communication Management Professional (SCMP®) in the next 12 to 18 months through the [Global Communication Certification Council \(GCCC®\)](#)?

- Yes
- No
- I am already certified



Event participation

Have you participated in an IABC event in the last 12 months? (select all that apply)

- IABC/Toronto free online event
- IABC/Toronto paid online event
- IABC/Toronto OVATION Awards
- IABC Virtual World Conference
- IABC International free online event
- IABC International paid online event
- Paid online event put on by another IABC chapter
- Free online event put on by another IABC chapter
- I'm not sure
- I haven't participated in any events in the last 12 months



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Event participation

What professional development topics would make you want to attend an IABC event? (Open comments)



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Event participation

What is the best time of day for you to attend a virtual professional development event?

- Morning before work (7:30 to 8:30 AM)
- Lunch time (noon to 1 PM)
- After work (6 to 8 PM)



Event participation

If the current COVID-19 situation remains the same or improves, and knowing that IABC/Toronto follows all public health guidelines including masking, physical distancing and public gathering limits, would you attend the IABC/Toronto OVATION Awards in person in May?

- Yes
- No
- I don't know



Demographics

What level is your role at work?

- Student
- Early Career (entry level)
- Mid Career
- Management
- Upper Management
- C-Suite/Executive
- Business Owner
- Seeking Employment (unemployed)
- Other (please specify)



Demographics

How many employees work for your employer/company?

- Under 10
- 10 to 20
- 20 to 50
- 50 to 100
- 100 to 150
- 150 to 500
- 500 to 1,000
- 1,000 to 5,000
- 5,000 to 10,000
- More than 10,000
- I don't know



Demographics

How many years have you been in the communications industry?

- I'm a student
- Less than a year
- 1 to 5 years
- 6 to 10 years
- 11 to 20 years



Demographics

Which of the following best describes you? I work...

- In the public sector
- In the private sector
- For a not-for-profit or non-governmental organization (NGO)
- In an agency/consultancy
- As an independent practitioner/self-employed
- I am a student
- Other (please specify)



Break out rooms

- Develop 1 – 5 survey questions
- Worksheet has 3 pages
 - Page 1 - Instructions & workspace with prompts
 - Page 2 - IABC Toronto questions
 - Page 3 - Best practice tips



Thanks



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