

Study Findings — Top Attendance Drivers

- 92% Education & Staying Abreast of Industry
- **78% Destination — Attendees are Discerning Travelers!**
- 76% Networking

Get the Tools!

1. Full Report: 8,992 Responses. Chock-full of Charts & Insight.
Go to your professional organization or click here: [Full Report download](#)

2. PowerPoint: Key Findings, upon request. Great for chapter educational program.



3. Best Practices Checklist: Ideas to Brainstorm with Your Team
Click here: [Best Practices download](#)

4. Behavioral Profile Template: Identify Behaviors, Target Message Promotion!
Click here: [Template download](#)



Determine Behaviors • Maximize Attendance

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Fueling the Vision Through Industry-Wide Collaboration:

