

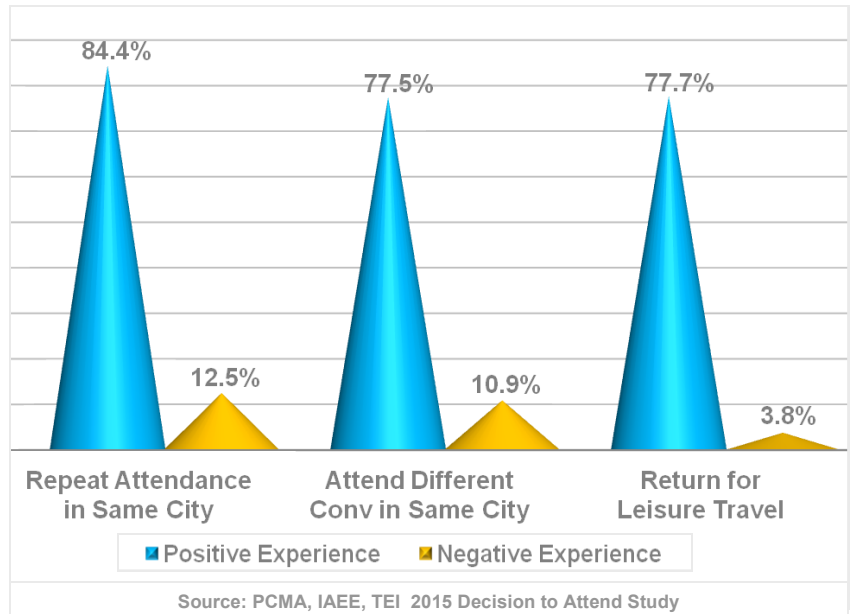


NEW! Meaningful metrics from The EXPERIENCE Institute® (TEI)

ATTENDEE EXPERIENCE REPORT™

The sale isn't made when the convention is booked.

The sale is made when the convention leaves.



The EXPERIENCE Institute® (TEI):
The objective Voice of the Visitor, enabling organizations and communities to understand Visitors' expectations, measure their satisfaction, improve their experiences and earn their business.



ATTENDEE EXPERIENCE REPORT™



What attendees are saying about their
DESTINATION EXPERIENCE.

Data like this is very useful when we consider returning to a destination — particularly when it's our first time in the city or first time in a very long time. It's one more tool in the site selection arsenal.

Lisa L. Dyson, CMP
Dir. of Conference Services
TESOL International Assn.

WHAT?

- ◆ **Affordably priced at just \$1,200 each;** 'Snapshot' Survey: One-time, online
- ◆ **20 Standard Questions:** Tied to *TEI Consumer-Driven Standards* on the Total Visitor Experience, e.g. Pre & Post Destination Image; Return Intentions; etc.
- ◆ **High Response Rate:** 9% - 20% To Date
- ◆ **Attendee Experience Report (AER):**
 - Report with Charts/Graphs
 - 0-10 Scale on Key Metrics
 - At-a-Glance Comparison to *TEI Attendee Experience Index* of All Participating Destinations
 - Real-time Narrative Comments on Destination Experience

HOW?

- ◆ **Turn-Key from TEI**
- ◆ **Purchased by Group / Org or DMO**
- ◆ **Select Conv / Expo for Survey**
- ◆ **TEI Coordinates:**
 - Approval from Group / Org
 - Survey Set-Up & Testing w / Org
- ◆ **Org Coordinates:** E-mails Survey
- ◆ **TEI Prepares *Attendee Experience Report (AER)* on Findings:** Charts and Visitor Verbatim Comments

Contact Us **TODAY** to Get Started!



Mickey Schaefer, FASAE, CAE, CTA
CEO & Founder
520-219-0469 Direct 913-558-0325 Cell
mickey@theEXPERIENCEinstitute.org
theEXPERIENCEinstitute.org