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.

Source: PCMA, IAEE, TEI 2015 Decision to Attend Study
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!

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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.

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