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## **Assessment of the Government of Canada Communicators' Conference 2001**

### Final Report

Prepared for

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# ***EXECUTIVE SUMMARY***

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## ***Context***

On January 31 and February 1, 2001, the Canadian Information Office and the Privy Council of Canada hosted a national conference for people specialized in communications and marketing within the Government of Canada. Some 500 people attended the conference. This report presents an assessment of the conference from the point of view of participants and of exhibitors.

## ***Methodology***

The study draws upon data collected through end-of-conference feedback cards, through a post-conference Web-based survey of participants and through telephone interviews of exhibitors. While the evidence is sufficient to portray participants reactions to the conference, relatively small samples and a response rate of 32% to the Web component of the feedback limit the scope of the analyses. The results of the study must be interpreted more qualitatively than quantitatively.

## ***Results***

From the point of view of participants and exhibitors reached, the conference was a success.

- Eight in ten participants were satisfied with the conference generally; nine in ten were satisfied with the results of attendance.
- Six in ten achieved completely or largely the purpose of their attendance.

- Half have already used, in their work, a moderate or a large amount of the information gleaned at the conference; two thirds expect the same to happen over the coming year.
- Almost all exhibitors expect to come back for the next conference.

In preparing the 2002 conference, the following could be considered:

- Areas for improvements include: the level of intellectual challenge, the presence of Canadian speakers, adaptation of the content to the context of participants, the information to participants so they can make good selection of presentations and the practicability of presentations.
- Marketplace suffered from general indifference from the perspective of participants and from lack of visibility according to exhibitors. Threading of the exhibition into the program is an issue.
- Presenters were more appreciated than their content and their content more than the usefulness of their messages. Emphasis on the practical meaning of messages is a must.
- Top training needs are more strategic than operational in nature.
- Staff from outside the National Capital Region expressed more pressing needs for training than people working in the NCR.
- The concentrated two-day format based on a balance of formal presentations and hands-on workshops is the preferred model.
- As of now, multiple-media promotion is required.

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# Chapter 1

## INTRODUCTION

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On January 31 and February 1, 2001, the Canadian Information Office and the Privy Council of Canada hosted a national conference for people specialized in communications and marketing within the Government of Canada. The conference took place at the Château Laurier in Ottawa; some 500 people attended.

The conference targeted communications and marketing professionals of the Government of Canada. While the majority of attendants were based in Ottawa, a significant portion flew in for the conference.

The learning objectives centred around three themes:

- the evolving role of communications and marketing in government;
- the impact of technologies on communications and society; and
- strategies for recruiting and building a talented team.

The conference also featured 18 kiosk exhibitions — 13 from the private and the academic sectors and 5 from government departments.

### ***Assignment***

Conference organizers asked **Circum Network Inc.** to conduct an assessment of the conference focussed on the conference content, the conference process, the usefulness of the knowledge gained and, more generally, the outcomes of participation. Attention was also given to the information and training needs of participants, with a view to influencing the agenda of the next conference.

The analysis is based on feedback obtained from participants through end-of-conference feedback cards and a web-based survey; it is also informed by telephone interviews conducted with almost all exhibitors present at the conference.

### ***Structure of the report***

The study methodology is presented in Chapter 2. The main results are provided in Chapter 3 and conclusions in chapter 4.



# Chapter 2

## METHODOLOGY

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The methodology comprised three data collection approaches: an end-of-conference feedback card, telephone interviews with exhibitors and a Web-based survey of participants.

### 2.1 ***End-of-conference feedback card***

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An end-of-conference feedback card was distributed by conference organizers and collected on site. This card asked for satisfaction ratings on a dozen aspects of the conference and contained some open space to capture participants' comments. The purpose of the feedback card was to obtain immediate feedback on key components of the conference. In-depth feedback was handled through another approach.

Some 500 cards were distributed; 144 were collected and data captured, for a response rate of approximately 28%.

## **2.2 *Interviews with exhibitors***

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Telephone interviews were conducted with all exhibitors but one during the three weeks which followed the end of the conference. Generally, the semi-directed interview included the following topics:

- satisfaction with the results of the presence, the booth space available, the conference location, contacts with other exhibitors;
- overall satisfaction
- the most pressing suggestion for improvement;
- likelihood of attending the next conference.

The telephone interviews were conducted between February 15 and March 8, 2001.

## **2.3 *Web-based survey of participants***

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A follow-up Web-based survey was organized. All 456 conference participants who provided e-mail addresses<sup>1</sup> were invited, on March 8, 2001 to access a public Web site. They were handed a private access code to prevent non-attendants from completing the questionnaire. A reminder was sent on March 19, 2001. Note that the questionnaire period included March break and the heavier-than-normal end of fiscal year period.

As of April 1, 2001, 114 questionnaires had been completed in full. Based on all 500 participants, this corresponds to a 23% response rate. However, e-mail addresses were missing (some 44) or erroneous (34) or bounced back (41) for some participants; moreover, some 5% of people who accessed the survey had not attended the conference — which would translate into about 25 non-attendees in the original list. Based on the 356 valid e-mails addresses of participants, the survey produced a response rate

<sup>1</sup> Some participants had not provided an e-mail address. They were all looked up on GEDS, semi successfully.

of 32%. For the record, five people did not have access to the Internet from their office. Also, twelve people contacted the person responsible for administering the Web survey to indicate some problem and a solution was found for eight of them.

The questionnaire was broken up into the following sections:

- satisfaction with up to 28 aspects of the conference content and logistics;
- appreciation of the content, delivery and usefulness of each session attended, up to 15;
- results achieved at the conference and likelihood of returning;
- information and training needs;
- expectations regarding the CommNet Web site.

## **2.4 *Data processing***

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Survey data were managed using VoxCo's StatXP software and SPSS. Data were edited to ensure conformity to the established response categories and to limit the distributions of unbound variables within reasonable values. Filtering logic instructions were developed to ensure that the reported data conform to the skip logic of the questionnaire. The data were not weighted.

## **2.5 *Limits of this research***

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The results of this research are based mainly on two participant feedback exercises which produced response rates of approximately 32%. While the data collected are sufficient to portray participants reactions to the conference, there is a risk that people who elected not to participate do not share the exact same views as those who contributed to the surveys. The results of the study must therefore be interpreted more qualitatively than quantitatively.

Since the sample size is small, it is very difficult for observed differences among groups to reach statistical significance. We have noted differences that did not meet statistical requirements of significance when the pattern of differences could be substantiated by a logical argument.

# Chapter 3

## RESULTS

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The following sections present, in point form format, the results of the study. The following topics are covered: the profile of attendants, the purpose of participants' attendance, satisfaction with the conference itself, satisfaction with individual sessions, the results achieved through the conference, participants' training needs, the perspective of the exhibitors and indications for a forthcoming conference.

### 3.1 *Profile of attendants*

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- Of some 500 conference attendants, 114 responded to the questionnaire. This profile is based on survey participants.
- Two thirds (69%) worked in the National Capital Region; Atlantic Canada, Quebec/Ontario and provinces west of Ontario represented similar size groups (11%, 9% and 8%).
- The top ten departments or agencies represented at the conference were: the Canada Information Office, the Canadian Food Inspection Agency, Canadian Heritage, the Canadian International Development

Agency, Fisheries and Oceans Canada, Human Resources Development Canada, Industry Canada, Justice Canada, Natural Resources Canada and Public Works and Government Services Canada.

- One quarter (23%) of participants had been in their position for less than one year; one third (35%), for one to two years; 41% for three years or more.

**EXHIBIT 3.1  
 Participant profile**

	% of participants	% indicating a "great" expertise
<b>AREAS OF WORK<sup>1</sup></b>		
Strategic communication planning	67%	56%
Writing and editing	43%	67%
Project management and evaluation	34%	45%
Management and supervision	33%	35%
Events planning	24%	50%
Media relations	22%	37%
New media	16%	19%
Integrated comm. and marketing strategies	16%	18%
Public opinion research	6%	6%
Marketing	4%	20%
Advertising	4%	20%
<b>PURPOSE OF ATTENDANCE</b>		
Professional development	51%	
Keeping abreast of emerging trends	33%	
Networking	11%	
<sup>1</sup> Totals more than 100% since participants could select more than one category. Source: participants' survey.		

- The area of work most represented at the conference was strategic communication planning (67% of participants); this was followed by writing and editing (43%). Three areas of work were shared by fewer

than 10% of participants: public opinion research, marketing and advertising.

- Some participants declared an expertise in an area while working in another area. Two thirds of participants said they had "great" expertise in writing and editing (the most frequent skill); at the other extreme, 6% declared such expertise at public opinion research.
- The most frequent purpose for attending the conference was professional development (51%), followed by a need to keep abreast of emerging trends (33%). A small group of 11% of participants attended to network.
- Sessions were generally well attended with the possible exceptions of the two end-of-day plenary sessions.

**EXHIBIT 3.2**  
**Attendance to working sessions**

	# of concurrent sessions	% of attendees
Managing communications in government	None	88%
Media in the 21 <sup>st</sup> century: the impact of new technologies	None	76%
The bagel effect	None	74%
The challenges of communicating in the 21 <sup>st</sup> century	None	67%
Strategies for recruiting and retaining the best talent	None	61%
Risk communication	2	58%
Marketing communications: married or just living together?	2	55%
Simplicity: the new competitive advantage	None	55%
Best bits and bites	None	44%
New technologies and their impact on communications	2	42%
More effective communication: evolution of values of Canadians	2	39%
Les nouvelles technologies et leurs effets sur les communications	2	38%
Demonstrating the value of communications	2	34%

Source: participants' survey.

## 3.2 **Purpose of attendance**

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- Half of participants (51%) attended the conference as a professional development opportunity.
- One third (33%) wanted to keep abreast of emerging trends.
- One in ten (11%) came to benefit from a networking opportunity.

### EXHIBIT 3.3 Purpose of attendance

How would you describe your main purpose in attending the Communicator's Conference 2001?	% of participants
Keeping abreast of emerging trends	33%
Networking	11%
Professional development	51%
Other <sup>1</sup>	4%
Don't know / no response	0%
n	114

<sup>1</sup> Mainly multiple selections of the existing categories.  
Source: participants' survey.

## 3.3 **Satisfaction with the conference**

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- Almost eight participant in ten (78%) indicated they were satisfied or very satisfied with the conference.
- Satisfaction with the level of service (speakers, balance, pace, logistics) was high, at 96%.
- Facilities and the results of attendance were also rated high, respectively at 89% and 88%.



**EXHIBIT 3.4**  
**Satisfaction ratings from the follow-up survey**

<b>Could you please rate your satisfaction with each of the following as they relate to the Communicators' Conference 2001?</b>	<b>% rating satisfied or very satisfied on a 5-point scale</b>	<b>Average satisfaction rating (min=1; max=5)</b>	<b>n</b>
Generally, the level of service you received	96%	4.5	111
Generally, the conference facilities	89%	4.4	114
Generally, the results of your attendance	88%	4.1	113
<b>Overall satisfaction</b>	<b>78%</b>	<b>4.0</b>	<b>114</b>
Generally, the exhibition component	45%	3.4	112
The cost of attending the conference	44%	3.2	109
The courtesy of the personnel on site	95%	4.7	111
The pace of the conference	93%	4.4	112
The availability of service in the official language of your choice	92%	4.6	113
The clarity of the program documentation	90%	4.3	112
The registration procedures	89%	4.4	112
The layout of the conference centre	88%	4.3	114
The time available for networking	86%	4.2	111
The quality of the speakers	83%	4.1	112
The quality of the sound in the rooms	83%	4.2	114
The information and knowledge you gained	83%	4.0	113
The contacts you made	80%	4.0	112
The balance of private, public, academic and associative sector speakers	79%	4.1	110
The balance of French and English speaking speakers	79%	4.2	112
Simultaneous translation	79%	4.3	58
The extent to which the conference met your needs and expectations	78%	3.9	112
The novelty of the ideas presented	77%	3.9	113
The intellectual challenge offered at the conference	73%	3.9	113
The balance of Canadian and American speakers	72%	4.0	111
The adaptation of the content to your context, by speakers	72%	3.8	112
The practicality of the content of the presentations	71%	3.8	113
The information offered by exhibitors	50%	3.5	112
The number of exhibitors	44%	3.4	113
The variety of exhibitors	40%	3.3	112

Source: participants' survey.

- The exhibition component (Marketplace) suffered from general indifference (45% of satisfaction and an average rating of 3.4). This observation is reproduced in the end-of-conference feedback cards where 50% rated the Marketplace a 4 or a 5 on a 5-point scale (from poor to excellent).

**EXHIBIT 3.5**  
**Areas of satisfaction according to participants expectations**

	Particularly satisfying	Somewhat less satisfying
Attending to keep abreast of emerging trends	<ul style="list-style-type: none"> <li>• novelty of the ideas</li> <li>• results of attendance</li> </ul>	<ul style="list-style-type: none"> <li>• speaker sector balance</li> <li>• national balance of speakers</li> <li>• information and knowledge gained</li> </ul>
Focussing on networking	<ul style="list-style-type: none"> <li>• quality of speakers</li> <li>• sector balance of speakers</li> <li>• national balance of speakers</li> <li>• contacts made</li> </ul>	<ul style="list-style-type: none"> <li>• time for networking</li> <li>• layout of the centre</li> <li>• novelty of the ideas</li> <li>• results of attendance</li> </ul>
Aiming for professional development	<ul style="list-style-type: none"> <li>• quality of speakers</li> <li>• time for networking</li> <li>• layout of the centre</li> <li>• novelty of the ideas</li> <li>• information and knowledge gained</li> <li>• results of attendance</li> </ul>	—
In all groups	<ul style="list-style-type: none"> <li>• the pace of the conference</li> <li>• courtesy of personnel</li> <li>• registration procedures</li> <li>• language of choice</li> <li>• clarity of documentation</li> <li>• level of service</li> <li>• conference facilities</li> </ul>	<ul style="list-style-type: none"> <li>• variety of exhibitors</li> <li>• number of exhibitors</li> <li>• information offered by exhibitors</li> <li>• exhibition component</li> <li>• practicability of the content</li> <li>• cost</li> </ul>

Source: participants' survey; differences exceeding ten percentages points are noted in this exhibit.

- Different people will react differently to the same conference content and context depending upon the expectations they have coming into the event. Generally, it appears that participants were particularly appreciative of the elements which motivated their presence at the conference (exhibit 3.5): those who came to keep abreast of emerging trends were particularly satisfied with the novelty of the ideas presented; those focussed on networking gave high ratings to the contacts; those particularly interested in professional development were quite satisfied with the information and knowledge gained.

- This qualitative analysis reiterates the consensual positive reaction to the organization of the conference and the less enthusiastic reactions to the exhibition component.
- People in events planning expressed higher levels of satisfaction (93% satisfaction overall) than other groups.

**EXHIBIT 3.6**  
**Satisfaction ratings from the feedback card**

Dimension	% scoring 4 or 5 on a 5-point scale from poor to excellent	number of valid responses
Overall conference organization	94%	139
Registration	92%	138
Food and beverage	90%	142
Duration of the conference	90%	142
Duration of sessions	90%	141
Guest accommodation	89%	53
Meeting rooms	81%	138
Number of sessions	80%	142
Networking opportunities	80%	142
Quality of speakers	80%	132
Government of Canada kiosk	73%	137
Marketplace	50%	135

Source: participants' feedback card comments.

### **3.4 Satisfaction with working sessions**

- Satisfaction with working sessions vary widely (from a low of 28% to a high of 98%).
- Three sessions obtain average ratings above 80%:
  - Risk communication (98%)
  - Media in the 21st century: the impact of new technologies (92%)

- Les nouvelles technologies et leurs effets sur les communications (88%)
- The quality of speakers obtains an average rating of 75% while content get a mark of 68% and usefulness of the information for the participant, 63%.

### EXHIBIT 3.7 Reactions to working sessions

Concerning the session entitled [...], how would you rate your satisfaction regarding the speaker(s) and the content of the session?	% rating 4 or 5 on a 5-point satisfaction scale				
	Quality of speakers	Content of the session	Usefulness for the participant	Average of the 3 scores	n
Risk communication	98%	98%	97%	98%	65
Media in the 21 <sup>st</sup> century: the impact of new technologies	98%	93%	85%	92%	87
Les nouvelles technologies et leurs effets sur les communications	95%	88%	80%	88%	41
The challenges of communicating in the 21 <sup>st</sup> century	84%	81%	75%	80%	75
Marketing communications: married or just living together?	87%	76%	69%	77%	62
Managing communications in government	81%	74%	70%	75%	100
The bagel effect	82%	73%	63%	73%	84
<b>Average ratings</b>	<b>76%</b>	<b>69%</b>	<b>63%</b>	<b>69%</b>	
More effective communication: the evolution of sensitivities and values of Canadians	70%	66%	57%	64%	44
Demonstrating the value of communications	74%	58%	55%	62%	38
Best bits and bites	63%	60%	50%	58%	48
Strategies for recruiting and retaining the best talent	66%	57%	46%	56%	70
Simplicity: the new competitive advantage	53%	44%	45%	47%	62
New technologies and their impact on communications	31%	25%	29%	28%	48

Source: participants' survey.

- The preponderance of speakers over content and of content over usefulness, in participants' ratings, is repeated in almost all sessions.
- This suggests that organizers have generally chosen the speakers well but that improvement should be sought in the fit between the content

and the expectations of participants — both by tailoring the content to the needs of participants and by ensuring that participants make the right choice of sessions.

- Communications staff found the general sessions (Managing communications in government, Best bits and bites, What next) less useful than others.

### 3.5 **Results achieved**

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- The majority of participants (60%) achieved either completely (11%) or largely (49%) the purpose which brought them to the conference.
- Project managers and people involved in events planning were more likely to have achieved their objective than other participants (72% and 71% respectively) while people involved in new media were least likely (39%).
- The level of achievement was slightly higher for participants looking professional development (62%) than for people focussed on networking (54%).

#### EXHIBIT 3.8 Achievement of purpose of attendance

In retrospect, to what extent would you say you achieved this purpose at the conference?	% of participants
Not at all	2%
A little	10%
Moderately	29%
Largely	49%
Completely	11%
Don't know / no response	0%
n	114

Source: participants' survey.

**EXHIBIT 3.9**  
**Results achieved according to types of participant**

	<b>So far, have you used, in your work, any information presented at the Conference?</b>	<b>In the coming 12 months, how much of the information presented at the Conference do you expect to use in your work?</b>
No/None	15%	3%
A little	34%	25%
Moderately	40%	53%
A lot	10%	15%
Don't know / no response	1%	5%
n	114	114

Source: participants' survey.

- Half (50%) of participants have already used, in their work, a moderate or a large amount of the information presented at the conference, two thirds (68%) of participants indicated that they expect to use a moderate or a large amount of it over the coming year.
- Short term utilization is highest among people involved in integrated communications and marketing strategies (67%) while it is lowest among staff involved with new media (33%).
- People specialized in integrated communications, in events planning as well as in management and supervision expect to benefit more from the conference over the coming year than participants involved in new media or media relations.

**EXHIBIT 3.10**  
**Use of the information presented at the conference**

	<b>Achieved their purpose at the conference (largely or completely)</b>	<b>Used info from the conference so far (moderately or a lot)</b>	<b>Expect to use info from the conference in the coming 12 months (moderately or a lot)</b>	<b>Average of these three results ratings</b>
All participants	60%	50%	68%	59
<b>AREAS OF WORK</b>				
Integrated comm. and marketing strategies	67%	67%	78%	71
Events planning	71%	59%	71%	67
Project management and evaluation	72%	54%	74%	67
Strategic communication planning	61%	50%	68%	60
Management and supervision	60%	40%	74%	58
Writing and editing	53%	47%	59%	53
Media relations	48%	48%	56%	51
New media	39%	33%	50%	41
<b>PURPOSE OF ATTENDANCE</b>				
Keeping abreast of emerging trends	58%	50%	76%	61
Professional development	62%	54%	67%	61
Networking	54%	38%	61%	51
Source: participants' survey.				

- Based on the index of the three results analysed here (achieving one's purpose, short-term use of the information and use over the coming year), individuals involved in integrated communications and marketing strategies benefited most from the conference (score of 71), followed by people in events planning and project managers (67 respectively). New media personnel and people who were looking for networking opportunities benefited least (score of 41).

### 3.6 Training needs

- Training needs are high, with more than half of participants indicating a need for a moderate or a large amount of training in eight of the eleven areas tested.
- Training in the emerging field of new media was mentioned most often (70%).
- Three strategic (as opposed to operational) areas come next in the ordered list of training needs:
  - integrated communications and marketing strategies (61%);
  - management and supervision (60%);
  - strategic communications planning and advice (60%).

**EXHIBIT 3.11**  
**Amount of training required**

How much training do you consider you should get in each of the following categories in order to perform your job optimally?	Ratings on a scale from 1 to 4 (from no training at all to a large amount)			
	% rating 3 or 4	Average rating	Average NCR	Average Regions
New media	70%	3.0	3.0	3.1
Integrated communications and marketing strategies	61%	2.9	2.8	3.1
Management and supervision	60%	2.7	2.6	2.8
Strategic communications planning and advice	60%	2.8	2.6	3.1**
Project management and evaluation	57%	2.6	2.4	2.9**
Public opinion research	56%	2.7	2.5	3.1**
Marketing	56%	2.7	2.7	2.9
Media relations	55%	2.6	2.4	3.0**
Advertising	49%	2.5	2.4	2.7
Writing and editing	35%	2.2	2.0	2.5*
Events planning	29%	2.1	2.0	2.5***
n	114	114	79	35

Note: the difference is statistically significant at the \* 0.05 level; \*\* 0.01 level; \*\*\* 0.001 level.  
 Source: participants' survey.



- Generally, participants who work outside the National Capital Region expressed more pressing needs for training, especially in the areas of strategic communications planning, public opinion research, media relations, project management and events planning.
- Training needs, as expressed by conference participants, also vary significantly according to the professional background (Exhibit 3.12).

**EXHIBIT 3.12**  
**Particular training needs**

<b>Areas where particular training needs were identified</b>	
<b>AREAS OF WORK</b>	
Writing and editing	<ul style="list-style-type: none"> <li>• project management and evaluation</li> </ul>
New media	<ul style="list-style-type: none"> <li>• integrated comm. and marketing strategies</li> <li>• strategic communication planning</li> </ul>
Project management and evaluation	<ul style="list-style-type: none"> <li>• integrated comm. and marketing strategies</li> <li>• media relations</li> </ul>
Media relations	<ul style="list-style-type: none"> <li>• integrated comm. and marketing strategies</li> <li>• management and supervision</li> <li>• marketing</li> <li>• media relations</li> <li>• writing and editing</li> <li>• events planning</li> </ul>
Events planning	<ul style="list-style-type: none"> <li>• new media</li> <li>• strategic communication planning</li> <li>• public opinion research</li> <li>• writing and editing</li> <li>• events planning</li> </ul>
Integrated comm. and marketing strategies	<ul style="list-style-type: none"> <li>• new media</li> <li>• public opinion research</li> <li>• media relations</li> </ul>
<b>PURPOSE OF ATTENDANCE</b>	
Networking	<ul style="list-style-type: none"> <li>• new media</li> <li>• integrated comm. and marketing strategies</li> </ul>
Professional development	<ul style="list-style-type: none"> <li>• writing and editing</li> <li>• events planning</li> </ul>
Source: participants' survey; only the categories with particular needs were listed.	

### **3.7 Exhibitors' perspective**

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- *Exhibitors.* The joint exhibition by several departments/agencies was a success; it encouraged cooperation and coherence. Increasing the number of exhibitors was generally considered a good strategy to improve the significance of Marketplace; a minority would rather keep the list of exhibitors short to ensure good visibility to each exhibitor.
- *Traffic.* Traffic is the most important factor for exhibitors. While some considered traffic sufficient, others would have liked a better location for Marketplace, special scheduled periods for visiting the exhibition and more networking activities located in Marketplace. They would expect improved visibility at the 2002 conference.
- *Logistics.* Exhibitors considered that the conference was generally well organized for their purposes. Comments included: the need for more presentation and storage space, the need for counters instead of tables, the placement of the private sector in front of the public sector to increase traffic for the former, the distribution of more information ahead of the conference, better atmospheric control, limited opening hours to avoid long dead time during sessions, providing attendants with maps of Marketplace and offering direct phone lines instead of lines channelled through the hotel system.
- *Cost.* Cost was generally considered reasonable.
- *Likelihood to return.* All but one exhibitor indicated that they are likely to return in 2002.

### **3.8 Towards another conference**

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- A follow-up conference is poised for success.

- Likelihood to attend another conference in April 2002 is high: almost two thirds (62%) indicated they would be very likely to attend and one quarter (25%) that they would be somewhat likely. This is true in all professional groups and without regard for the purposes of the participant in attending the conference.
- Likelihood to recommend attendance to colleagues is equally high.

**EXHIBIT 3.13**  
**Likelihood to attend another conference**

	<b>Based on your experience this year, how likely would you be to attend another Communicators' Conference in April 2002?</b>	<b>Based on your experience this year, how likely would you be to recommend to your colleagues to attend another Communicators' Conference in April 2002?</b>
Very unlikely	4%	4%
Somewhat unlikely	7%	4%
Somewhat likely	25%	25%
Very likely	62%	62%
Don't know / no response	1%	5%
n	114	114
Source: participants' survey.		

- There were clear and consensual preferences regarding conference format:
  - the two-day format was selected by 84% of participants over a series of shorter sessions or any other format;
  - according to 80% of participants, the conference should combine formal presentations with hands-on workshops rather than focus on one of the two approaches.

**EXHIBIT 3.14**  
**Method of information used in relation to Conference 2001**

<b>How did you find out about the Communicators' Conference 2001?</b>	<b>% of participants</b>
Word of mouth and colleagues	42%
Promotional material through e-mail	21%
Promotional material other than in e-mail	22%
Web site	3%
Other	12%
Don't know / no response	0%
n	114

Source: participants' survey.

- Word of mouth and promotional materials (electronic or conventional) were equally important in publicizing the conference (42% and 43% respectively). Among promotional materials, e-mail and traditional distribution were also equally important (21% and 22% respectively).
- Overall, the conference probably cannot make the economy of multiple-media, wide-spread promotion, unless CommNet becomes an ubiquitous information tool for communicators.

# Chapter 4

## CONCLUSIONS

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From the point of view of participants and exhibitors, the conference was a success.

- Eight in ten participants were satisfied with the conference generally; nine in ten were satisfied with the results of attendance.
- Six in ten achieved completely or largely the purpose of their attendance.
- Half have already used, in their work, a moderate or a large amount of the information gleaned at the conference; two thirds expect the same to happen over the coming year.
- Almost all exhibitors expect to come back for the next conference.

In preparing the 2002 conference, the following could be considered:

- Areas for improvements include: the level of intellectual challenge, the presence of Canadian speakers, adaptation of the content to the context of participants, the information to participants so they can make good selection of presentations and the practicability of presentations.

- Marketplace suffered from general indifference from the perspective of participants and from lack of visibility according to exhibitors. Threading of the exhibition into the program is an issue.
- Presenters were more appreciated than their content and their content more than the usefulness of their messages. Emphasis on the practical meaning of messages is a must.
- Top training needs are more strategic than operational in nature.
- Staff from outside the National Capital Region expressed more pressing needs for training than people working in the NCR.
- The concentrated two-day format based on a balance of formal presentations and hands-on workshops is the preferred model.
- As of now, multiple-media promotion is required.