



2022 IATC Convention Attendee Survey

Summary of Responses

Online Survey Conducted: **June 23-July 1, 2022**

Number of Responses: **40 (85% of surveys sent)**

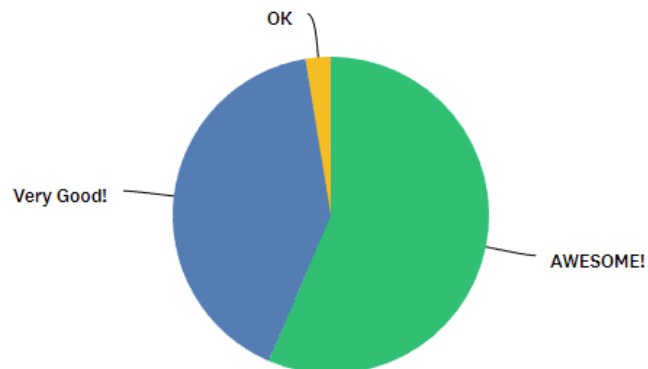
Note: Survey sent only to Torch members who attended, guests were not sent the survey

1. Overall, how would you rate the 2022 IATC Convention in Saratoga Springs?

- 57% rated it AWESOME!
- 41% rated it VERY GOOD!
- 2% rated it OK (1 respondent)

Respondents' Comments:

98% of respondents rated the convention as awesome or very good! There were many glowing and congratulatory comments about the attention to detail by the organizers, the welcoming environment, the excellent presentations, entertainment and food; and how wonderful it was to see old and new friends.



My favorite comment:

"It far exceeded my expectations: welcoming, enlightening, entertaining and joyous!"

2. Please rate your overall impression of the IATC Business Meetings you attended:

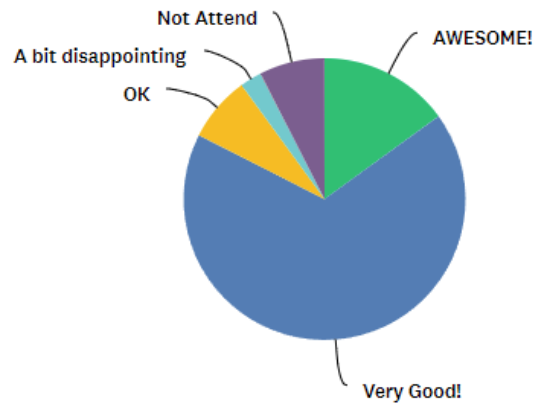
- 15% rated it AWESOME!
- 67% rated it VERY GOOD!
- 8% rated it OK (3 respondents)
- 2% rated it A BIT DISAPPOINTING (1)
- 8% rated it N/A: Did Not Attend (3)

Respondents' Comments:

Most of the comments mentioned that the meetings were informative, well-organized, efficient and very pleasant. They acknowledged the effective use of video, graphs, and slides. Many respondents praised the Board for delaying the bylaws voting. Several said that the election process was tedious and painful, especially the roll call voting.

My favorite comment:

"I was pleasantly surprised at how smoothly those meetings ran, having heard complaints about previous ones at conventions."



3. Please rate your overall impression of the Guided Tours and/or Lake George Cruise you participated in:

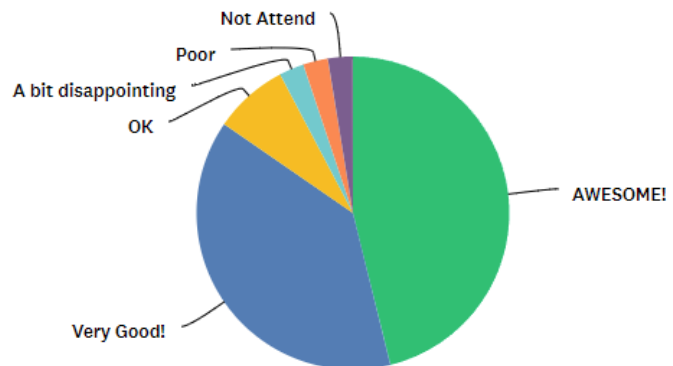
- 47% rated it AWESOME!
- 39% rated it VERY GOOD!
- 8% rated it OK (3 respondents)
- 2% rated it A BIT DISAPPOINTING (1)
- 2% rated it POOR (1)
- 2% rated it N/A (Did Not Attend – 1)

Respondents' Comments:

There were lots of wonderful comments about the Lake George Cruise: stunning, relaxing and excellent tour information. The least favorite tour seemed to be Grants Cottage and a few members complained that it was too much walking for some. Suggested pairing a walking tour with a riding tour in the future.

My favorite comment:

"The scenery on Lake George was stunning. Having some quiet time to converse with fellow attendees was quite enjoyable!"

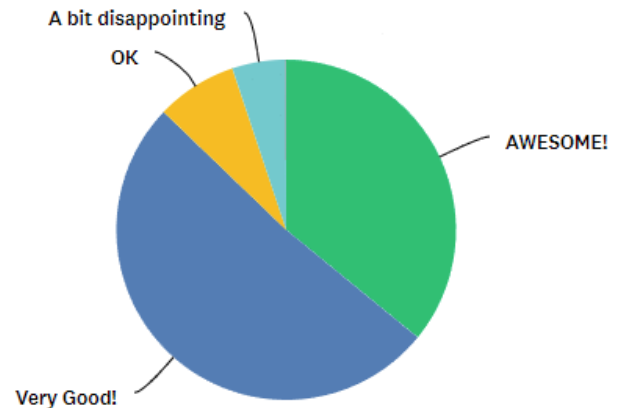


4. Please rate your overall impression of the Convention Presenters and Panel Discussions you attended:

- 36% rated it AWESOME!
- 51% rated it VERY GOOD!
- 8% rated it OK (3 respondents)
- 5% rated it A BIT DISAPPOINTING (1)

Respondents' Comments:

80% of respondents felt that the presentations were very good or awesome. The clear favorite presenters were Gerald Stulc and Terry Anderson. However, many expressed their disappointment in the Paxton Award presentation: lack of substance/thesis, poor presentation skills and not worthy of the award. Reviews were mixed regarding the Richmond Club Best Practices panel: some enjoyed the ideas but felt the panel lacked leadership and was too long winded.



My favorite comment:

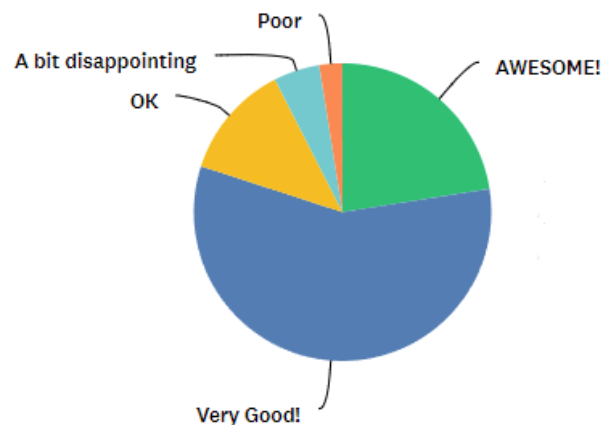
"Presenters were engaging with educational content and enough humor to be entertaining. Terry Anderson's presentation was heart wrenching"

5. Please rate your overall impression of the hotel accommodations, meals and entertainment:

- 22% rated it AWESOME!
- 58% rated it VERY GOOD!
- 12% rated it OK (3 respondents)
- 5% rated it A BIT DISAPPOINTING (1)
- 2% rated it POOR (1)

Respondents' Comments:

As you might expect from any hotel reviews, there were many respondents who loved the hotel and meals, while others felt the rooms were inadequate and outdated. Most felt that the entertainment was wonderful but preferred to be able to talk with members during dinner. Location of hotel seemed to be a plus and there were many kudos for the desk and wait staff. Some felt the bar drinks were too expensive.



My favorite comment:

"Staff was very helpful, the harpist was top-notch. The Thursday night entertainment was superb, but too long."

6. What would you add to the program that would compel more members to attend the IATC Convention?

Respondents' Comments:

- Feature more presenters with known reputation; a local celebrity or politician
- More detail and promotion of the convention agenda (i.e. bios of presenters, summaries of panel discussions, etc.)
- Add testimonials from attendees of this year's convention to promote next year's convention.
- More free time in the host city and fewer scheduled tours
- Feature photos of this year's convention on the website and magazine
- Perhaps a bit less expensive experience
- Tips to help clubs with membership, operations and financial issues
- More group participation events
- More direct communication with the clubs (i.e. *The TorchLight* newsletter)
- Video recordings of presentations or a virtual registration option
- Buffet lunches instead of picnic box lunches to encourage interaction
- More traditional Torch papers
- More active participation from local host club members
- Conventions in more centrally located sites with easier transportation options
- Door prizes and fun giveaways
- More informal time together

My favorite comment:

"Nothing! It was an excellent convention!"

7. Are there any suggestions or ideas that could make our next Torch Convention even better?

Respondents' Comments:

- More time for fellowship, a separate room for nightly pre-dinner receptions, entertainment after dinner (not during)
- More free time to explore city with fellow attendees
- Possibly shorter convention and not on a holiday weekend (i.e. *Father's Day*)
- Better identification of which rooms activities occur and location of the hospitality room
- Warmer meeting rooms – temperature was too cold

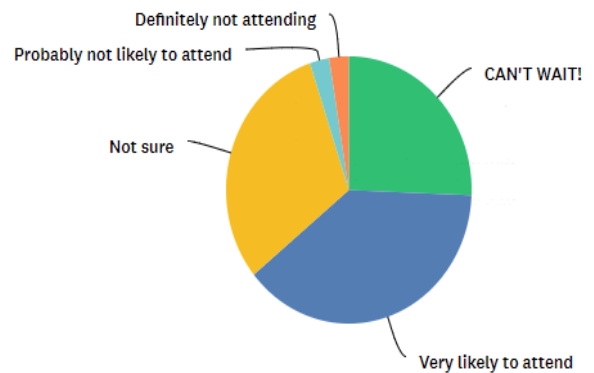
- Possibly assign members to dinner tables to encourage more interchange
- Skip the 2023 convention and direct our efforts and funds to the 2024 Centennial Anniversary convention
- Provide information about transportation from the airport to the hotel
- Address the “elephants in the room” before the convention with professional communication, so that members are encouraged to attend. This may have kept many members from registering.
- More visible convention guides (i.e. armbands) to give directions and event times

My favorite comment:

“Orient convention promotion toward the thought of meeting and exchanging ideas with interesting, inquisitive new people. Perhaps make this the convention theme?”

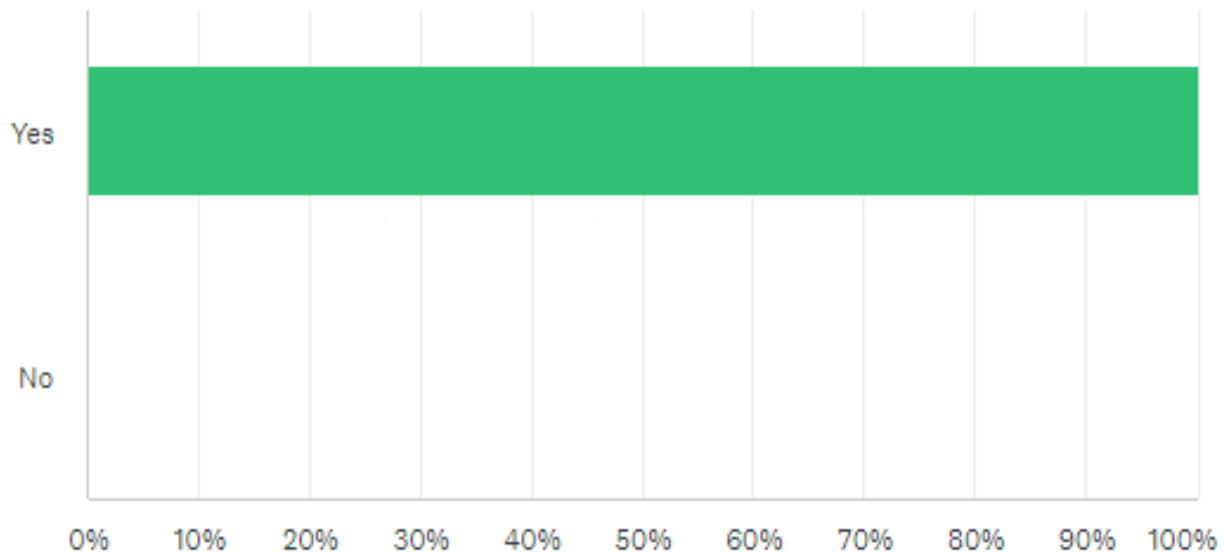
8. How likely are you to attend next year’s convention?

- 26% responded CAN’T WAIT!
- 39% responded VERY LIKELY TO ATTEND!
- 31% rated responded NOT SURE
- 2% responded PROBABLY NOT ATTENDING (1)
- 2% responded DEFINITELY NOT ATTENDING (1)



9. Would you recommend attending the convention to others?

- 100% responded YES!



10. What was your favorite part of the convention?

Respondents' Comments:

- Meeting such enthusiastic colleagues!
- The opportunity for in-person conversation and fellowship.
- Watching Liz Short receive the well-deserved Gold Award!
- Gerald Stulc's fascinating presentation on Art and Medicine
- Terry Anderson's impressive talk
- Reuniting with numerous, much-loved friends I have met through attending conventions since 1999. The cumulative effect is breathtaking.
- Meeting people in person after two years of Zooming with them.
- Live entertainment
- Panels on club operations and membership development
- The delay in acting on the bylaws and the election
- The group photograph!
- Everything was wonderful!
- Camaraderie!

My favorite comment:

"Meeting people, making new friends, the excellent entertainment, tours and presentations!"

Special Note: After the most challenging of years, it is wonderful to know that IATC and Torch are very much alive with interesting, passionate and collegial convention attendees. As a board, we should all be very proud of the 2022 convention. Special thanks and kudos to Rich Davis, Gerald Stulc and Dorothy Driskell for their leadership, dedication and enthusiasm throughout the process!

Respectfully Submitted,



Art Bloom
*Vice President, International
Association of Torch Clubs*

Mobile 336-782-1800
Email art@artbloom.com