



2023 IATC Convention Attendee Survey: Baltimore

Summary of Responses

Online Survey Conducted: **June 27 – July 15, 2023**

Number of Responses: **56 (80% of surveys sent)**

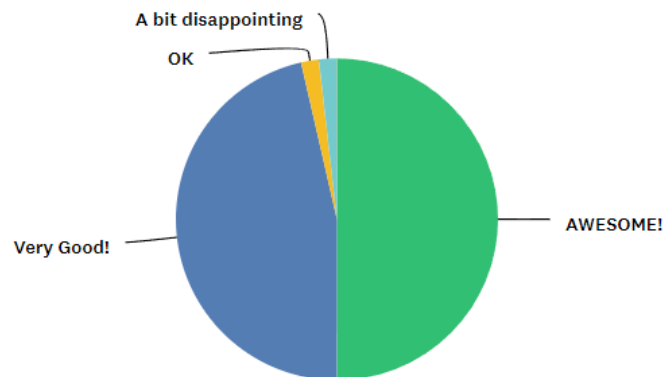
Note: Survey sent only to Torch members who attended, guests were not sent the survey

1. Overall, how would you rate the 2023 IATC Convention in Baltimore?

- 50% rated it AWESOME!
- 46% rated it VERY GOOD!
- 2% rated it OK (1 respondent)
- 2% rated it A BIT DISAPPOINTING (1)

Respondents' Comments:

96% of respondents rated the convention as awesome or very good! There were many glowing and congratulatory comments about the excellent presentations, entertainment, and food; and how wonderful it was to see old and new friends. Negative comments were about the inconsistent audio during events, overscheduling of meetings/tours and disorganization at the registration table.



My favorite comment:

"It was great to meet people in person I had only seen on Zoom!"

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

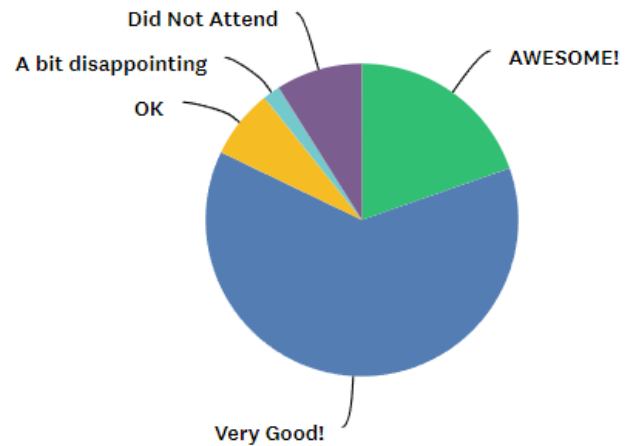
- 20% rated it AWESOME!
- 62% rated it VERY GOOD!
- 7% rated it OK (3 respondents)
- 2% rated it A BIT DISAPPOINTING (1)
- 9% rated it N/A: Did Not Attend (3)

Respondents' Comments:

Most of the comments mentioned that the IATC meetings were informative, well-organized, and that the current leadership was strong. Negative comments were about the audio/video during C3 Zoom presentation and the incomplete financials that were distributed.

My favorite comment:

"These were very well-organized meetings. The strategy plan was especially impressive, and I am glad that IATC is focusing attention on growth. It was surprising to see the average age range of our members – we need to attract younger members."



3. Please rate your overall impression of the Tours you participated in:

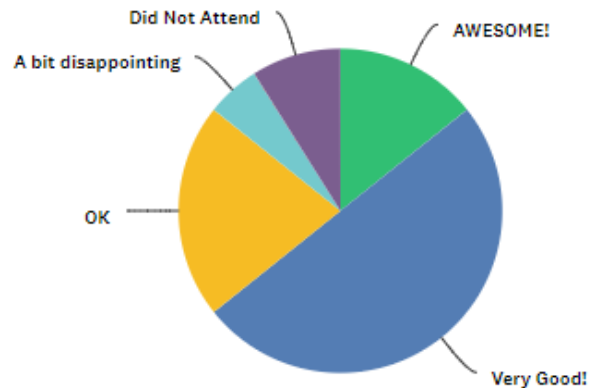
- 14% rated it AWESOME!
- 50% rated it VERY GOOD!
- 21% rated it OK (3)
- 5% rated it A BIT DISAPPOINTING (1)
- 0% rated it POOR
- 9% Did Not Attend (5)

Respondents' Comments:

This was the area of the convention that garnered the most criticism. While the inclement weather and traffic were uncontrollable factors, overall, the comments were negative about lack of organization, long bus rides, inability to hear bus guides and overprogramming of tours. The least favorite was the drive-by tours of Johns Hopkins campuses.

My favorite comment:

"I enjoyed them, they were fun but not Awesome!"

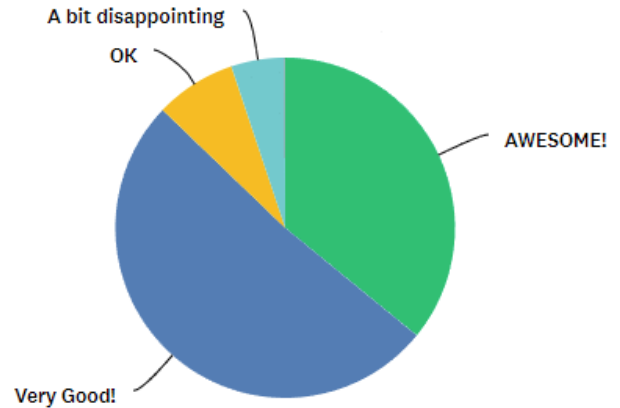


4. Please rate your overall impression of the Convention Presenters and Workshops you attended:

- 53% rated it AWESOME!
- 38% rated it VERY GOOD!
- 5% rated it OK (3)
- 0% rated it A BIT DISAPPOINTING (1)
- 2% rated it as POOR (1)
- 2% DID NOT ATTEND (1)

Respondents' Comments:

91% of respondents felt that the presentations were very good or awesome. The clear favorite presenters were John Ricca, Gerald Stulc and the Paxton Presenters. However, many expressed their disappointment in the Baltimore history and Johns Hopkins presentations. There was confusion about the agenda of the workshop on innovative club programming. Several comments also about inconsistent sound and illegible slides for some presentations.



My favorite comment:

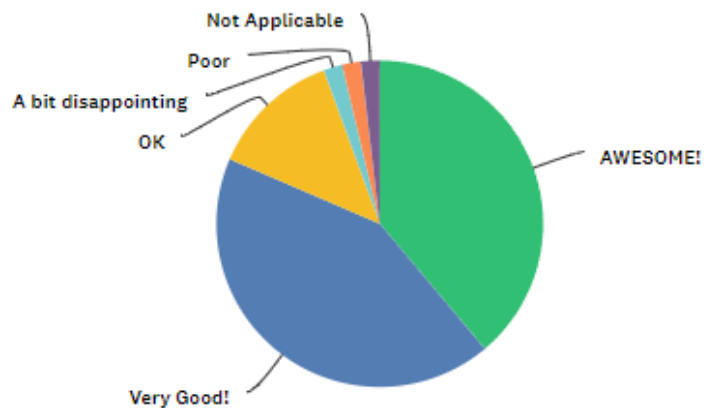
"Especially loved Ricca's Ukraine/Russia presentation & Stulc's Baltimore maritime history talk/illustrations"

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

- 39% rated it AWESOME!
- 43% rated it VERY GOOD!
- 13% rated it OK (3)
- 2% rated it A BIT DISAPPOINTING (1)
- 2% rated it POOR (1)
- 2% indicated it was Not Applicable (1)

Respondents' Comments:

Overall, the hotel accommodations and staff received kudos, but there were several negative comments about the food, climate control in the dining room and inability to hear presenters and see slides. Most felt that the entertainment was wonderful, and many liked the impromptu singalong. Several positive comments about the hotel shuttle service and the box lunches.



My favorite comment:

"Great service; responsive staff!"

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

Respondents' Suggestions:

Convention participants offered dozens of helpful comments that have already been provided to the 2024 convention planners. Many preferred a convention location in the center of the city with extended hotel rates before and after the convention. There were suggestions for more activities and tours for spouses/guests. To encourage greater participation, several recommended a more descriptive agenda with clearer communications about tours, presentations, and meetings. A nationally recognized speaker could also enhance the convention appeal. Several commented that the one-day "Taste of Torch" concept should be continued to attract local Torch members/prospective members who don't want to commit to the entire convention. There were also recommendations to track first-time participants and identify them on their name badges.

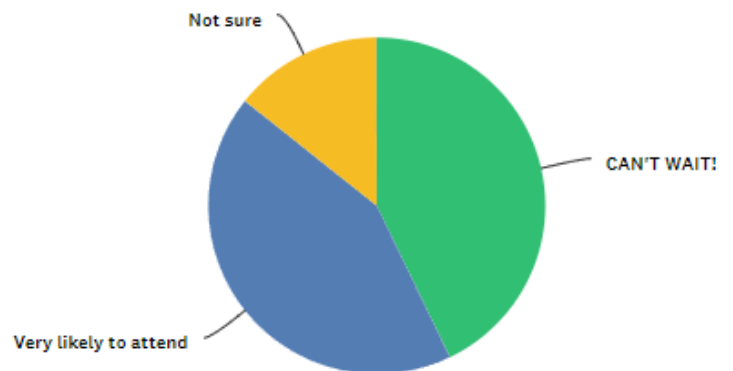
7. Are there any suggestions or ideas that could make our next Torch Convention even better?

Respondents' Suggestions:

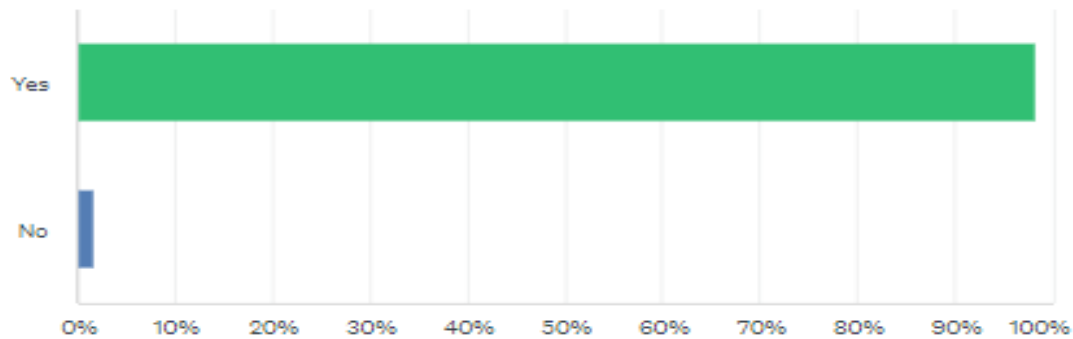
Many participants complained about the inconsistent audio and video for the presentations and meetings. This should be addressed for future conventions. There were also many suggestions for a more organized registration table, better training of volunteers and longer registration hours. Several participants suggested fewer presentations and tours, with more free time. The schedules should clearly identify event locations and better explanations of these events (especially the Officers' Workshop, Innovative Programming Workshop and Open Forum). While most of the presentations received positive comments, participants really liked the innovative Paxton debate concept. There was also positive feedback about the group singalong and IATC parody.

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

- 43% responded CAN'T WAIT!
- 43% responded VERY LIKELY TO ATTEND!
- 14% rated responded NOT SURE
- 0% responded NOT ATTENDING



9. Would you recommend attending the convention to others?



10. What was your favorite part of the convention?

Respondents' Comments:

Overwhelmingly, the attendees' favorite part of the convention was reuniting with other members and meeting new colleagues. Many respondents indicated that singing together and the entertainment was also their favorite part of the convention program. They enjoyed the lively Paxton counterpoint presentation format and the connections between the presentations and the tours (especially Stulc).

My favorite comment:

"Getting to know Torch members from other clubs!"

Special Note: Special thanks and kudos to Steve Sosson, Sue Breen-Held and the Convention "Charm Team" for their leadership, dedication, and enthusiasm throughout the process!

Respectfully Submitted,



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