

2010 NASC Sports Event Symposium Delegate Survey
CONTENTS

CONCLUSIONS AND RECOMMENDATIONS	2
SECTION 1: REASONS FOR ATTENDING	3
SECTION 2: SYMPOSIUM RATINGS AND PREFERENCES	5
SECTION 3: SPONSORSHIP AND NETWORKING	11
SECTION 4: DELEGATE PROFILE	13
SECTION 5: RESPONDENTS' COMMENTS	15

2010 NASC Sports Event Symposium Delegate Survey
CONCLUSIONS AND RECOMMENDATIONS

1. Sports Marketplace by far most popular reason for attending.

Overall, 65.7% claimed the Sports Marketplace was their main reason for attending while 95.3% said it was one of the reasons why they attended. By contrast, at most conferences surveyed by Enigma, education sessions and networking are greater motivators than trade shows. This unique attribute of the Symposium should be prioritized when planning and marketing the event.

2. Symposium highly rated by delegates.

More than 95% of attendees rated the event as either "excellent" or "good" overall and over 80% are very likely to return next year. Additionally, the majority of delegates submitted positive ratings to all aspects of the Symposium. This result concludes that no major parts of the event require major improvements.

3. Many requested more roundtable discussions, off-site excursions, and keynotes.

While most delegates were satisfied with the Symposium's current offerings, many would like to see more roundtable discussions, off-site excursions to sports attractions, and prominent keynote speakers. NASC should continue to showcase these types of features at upcoming Symposiums.

4. High demand for measurement and data-related seminars.

When questioned regarding their interest in future seminar topics, "Determining the ROI for Sporting Events" ranked highest overall. Emerging trends and economic impact were also popular topics. Future Symposiums should place a high priority on these types of presentations.

5. Delegates recalled and appreciated sponsors.

Nearly 30% of delegates recalled that the Greater Columbus Sports Commission sponsored the Symposium, making it the most recalled sponsor overall. Team Kentucky ranked second, followed closely by Sports Illinois. Many also indicated that they preferred to conduct business with organizations that sponsored NASC events.

6. Nearly all would recommend NASC Sports Event Symposium to colleagues.

The survey found that 96.9% agreed they would recommend the Symposium to colleagues in their industry. No respondents disagreed and 3.1% were unsure. This is an exceptional result, as it is rare in any survey for zero respondents to disagree with a statement.

2010 NASC Sports Event Symposium Delegate Survey
SECTION 1: Reasons for Attending

- **Nearly two-thirds** of survey respondents attended the NASC Sports Event Symposium in **2009**. More than one-quarter were first-time attendees.
- **Less than half** of rights holders had attended the previous year. Many had skipped a year or more.
- According to the survey, the **Sports Marketplace** is the most popular reason for attending the Symposium. Overall, **65.7%** claimed it was their main reason for attending while **95.3%** said it was one of the reasons why they attended.
- **Networking with peers** was the second most popular motivation for attending, followed by **education** or **breakout sessions**.
- **Active members** were more likely than others to indicate that they attended for networking or education.

Prior to 2010, when was the last year you attended the NASC Sports Event Symposium?				
	Active members	Rights holders	Allied members	All
2009	68.8%	45.5%	56.4%	64.0% (165)
2008	2.2%	9.1%	5.1%	3.5% (9)
Before 2008	4.3%	12.1%	5.1%	5.4% (14)
Never attended (first time)	24.7%	33.3%	33.3%	27.1% (70)

Why did you attend the NASC Sports Event Symposium? (aided)					
		Active members	Rights holders	Allied members	All
NASC Sports Marketplace	Main reason	60.7%	75.8%	81.6%	65.7% (167)
	One of reasons	95.1%	93.9%	97.4%	95.3% (242)
Network with my peers	Main reason	17.5%	15.2%	13.2%	16.5% (42)
	One of reasons	89.1%	75.8%	86.8%	87.0% (221)
Education (breakout) sessions	Main reason	12.6%	9.1%	2.6%	10.6% (27)
	One of reasons	88.0%	36.4%	68.4%	78.3% (199)
CSEE Spring Module	Main reason	6.6%	0.0%	2.6%	5.1% (13)
	One of reasons	48.1%	9.1%	21.1%	39.0% (99)
Best practices (roundtable) sessions	Main reason	2.7%	0.0%	0.0%	2.0% (5)
	One of reasons	49.2%	18.2%	42.1%	44.1% (112)
General sessions	Main reason	0.0%	0.0%	0.0%	0.0% (0)
	One of reasons	57.4%	27.3%	55.3%	53.1% (135)

2010 NASC Sports Event Symposium Delegate Survey
SECTION 2: Symposium Ratings and Preferences

- **Over 95%** of all delegates surveyed rated the Symposium as “excellent” or “good” overall. Zero respondents described it as “poor”.
- **Allied members** were somewhat more likely than other delegates to describe the event as “excellent” overall.
- **More than 80%** of all delegates indicated that they were “very likely” to attend the **2011** Symposium in Greensboro, North Carolina.
- When respondents were asked to rate **specific** aspects of the Symposium, all were described as either “excellent” or “good” by the majority of delegates. The **registration process** and **networking opportunities** ranked highest overall.
- The **Awards Program** and **Best Practices** ranked lowest, however most still described these aspects as “good”.
- The **Women in Sports** session was the highest rated specific session overall, followed closely by the **Opening Ceremonies**. Mark Shapiro’s session was also very highly rated by respondents.
- The **majority** of delegates submitted high ratings to the **NASC Sports Marketplace** and their ability to make connections. However, **one-quarter** described the number of appointment opportunities as “fair”.
- When questioned regarding their interest in future seminar topics, **Determining the ROI for Sporting Events** ranked highest overall. Emerging trends and economic impact were also popular topics, according to the survey.
- Insurance, diversity issues, and hotel liability were the least popular proposed topics among respondents.
- Respondents were given a list of items and asked to indicate if they would like to see **more, less,** or the **same** at future NASC Symposiums. Most were satisfied with the current offerings but many requested more roundtable discussions, off-site excursions to sports attractions, and prominent keynote speakers.

Overall, how would you rate this year's Symposium?

	Active members	Rights holders	Allied members	All
Excellent	47.3%	48.5%	59.0%	49.2% (127)
Good	48.9%	45.5%	41.0%	47.3% (122)
Fair	3.8%	6.1%	0.0%	3.5% (9)
Poor	0.0%	0.0%	0.0%	0.0% (0)

How likely are you to attend the 2011 NASC Sports Event Symposium (April 12-14, Greensboro, NC)?

	Active members	Rights holders	Allied members	All
Very likely	84.8%	78.1%	77.1%	82.9% (203)
Somewhat likely	12.9%	15.6%	20.0%	14.3% (35)
Not very likely	1.7%	3.1%	2.9%	2.0% (5)
Not likely at all	0.6%	3.1%	0.0%	0.8% (2)

Which of the following did you consult MOST when planning your time at the Symposium?

	Active members	Rights holders	Allied members	All
Schedule downloaded from NASC web site	49.2%	51.5%	50.0%	49.6% (126)
Printed schedule received at registration	45.4%	33.3%	42.1%	43.3% (110)
Online community	2.7%	9.1%	2.6%	3.5% (9)
Large schedules displayed throughout conference	1.6%	3.0%	5.3%	2.4% (6)
Pocket schedule/map	1.1%	3.0%	0.0%	1.2% (3)

Please rate the 2010 NASC Sports Event Symposium in terms of each of the following:

	Exc.	Good	Fair	Poor	Count
Registration process	61.3%	36.7%	1.6%	0.4%	256
Networking opportunities	59.3%	38.0%	2.7%	0.0%	258
Printed program	49.0%	48.2%	2.4%	0.4%	255
Length of event (Tue-Thu)	46.5%	50.0%	2.7%	0.8%	260
Time of year (mid-April)	42.3%	50.4%	5.8%	1.5%	260
Value for registration fee	34.8%	54.2%	11.1%	0.0%	253
Education (breakout) sessions	29.7%	61.1%	8.4%	0.8%	239
Host hotel	27.6%	50.0%	20.4%	2.0%	250
Marketplace appointments	25.9%	50.2%	20.8%	3.1%	255
Food and beverage served	22.5%	43.0%	29.1%	5.4%	258
Best Practices (roundtable) sessions	20.5%	67.0%	12.0%	0.5%	200
Awards program	19.5%	69.0%	11.1%	0.4%	226

Please rate the following specific sessions:					
	Exc.	Good	Fair	Poor	Count
Women in Sports: Secrets to Success	45.5%	40.0%	10.9%	3.6%	55
Opening Ceremonies	45.2%	49.8%	5.0%	0.0%	221
Keynote Luncheon (Mark Shapiro)	39.8%	51.8%	7.1%	1.3%	226
Social Media	32.9%	55.7%	10.0%	1.4%	70
Room Nights - Strategies to Capture and Track	32.4%	50.0%	16.2%	1.4%	74
Awards Luncheon (Paul Wylie)	29.6%	60.8%	9.1%	0.5%	186
Maximizing Sponsorship Opportunities with Your Host City	29.5%	59.1%	9.1%	2.3%	44
NASC Economic Impact Template Workshop	27.4%	58.1%	14.5%	0.0%	62
Risk Management	25.0%	64.3%	7.1%	3.6%	28
Solving the Local Sponsorship Challenge	20.5%	64.4%	11.0%	4.1%	73
Managing Conflict With Confidence	19.0%	64.3%	16.7%	0.0%	42
Building a Partnership with the Host Community	18.3%	70.0%	8.3%	3.3%	60
Partnering for Success with Parks & Recreation	14.3%	44.6%	19.6%	21.4%	56
How Green is Your Event	11.1%	66.7%	16.7%	5.6%	18

Please rate the NASC Sports Marketplace in terms of each of the following:					
	Exc.	Good	Fair	Poor	Count
Ability to make connections	50.4%	45.2%	4.4%	0.0%	250
Appointment request process	26.6%	54.4%	17.0%	2.1%	241
Length of appointments	20.7%	59.8%	18.3%	1.2%	246
Number of appointment opportunities	20.3%	50.0%	24.8%	4.9%	246
Your appointment schedule	18.0%	54.7%	23.7%	3.7%	245

Please indicate your interest in each of the following seminar topics:

	Extreme	Very	Some	Not	Count
Determining the ROI for Sporting Events	48.1%	37.2%	10.4%	4.3%	231
Emerging Trends in the Sports Event Industry	45.7%	43.9%	9.6%	0.9%	230
Economic Impact	40.4%	39.6%	14.8%	5.2%	230
Bid Selection Process	35.4%	42.8%	16.6%	5.2%	229
Preparing RFP Responses - format, layout, expectations	34.5%	41.6%	16.4%	7.5%	226
How to Sell Your City	31.7%	37.4%	18.5%	12.3%	227
Determining the Value of Sponsorships	28.4%	37.6%	24.9%	9.2%	229
Sponsorships	27.8%	39.6%	26.1%	6.5%	230
Creating a Local Organizing Committee	26.5%	35.0%	25.7%	12.8%	226
Building Partnerships with Sponsors	25.9%	47.4%	20.6%	6.1%	228
Event Operations	25.4%	42.5%	24.1%	7.9%	228
Activating Sponsorships	25.0%	39.1%	25.9%	10.0%	220
Developing a Sports Commission	22.7%	22.2%	21.8%	33.3%	225
Volunteer Coordination & Management	18.7%	42.7%	26.7%	12.0%	225
Measuring Organizational Goals	18.3%	41.5%	29.0%	11.2%	224
Administering Youth Program Affiliated with Youth Sports Foundation	16.6%	32.3%	32.3%	18.8%	223
Event Staffing	16.3%	41.0%	28.6%	14.1%	227
Board management	13.0%	23.3%	35.0%	28.7%	223
Challenges of Running a Small Business	10.9%	23.1%	33.5%	32.6%	221
Web Site Creation	9.8%	27.1%	37.8%	25.3%	225
Database Selection & Management	8.6%	25.3%	43.4%	22.6%	221
Financial Management/Investments	8.3%	30.4%	37.8%	23.5%	217
Human Resources in a Small Office	7.4%	16.6%	35.9%	40.1%	217
Hotel Liability Issues	7.2%	25.2%	34.7%	32.9%	222
Diversity Issues	5.9%	19.5%	44.3%	30.3%	221
Insurance	2.7%	22.3%	38.4%	36.6%	224

For each of the following, indicate if you would like to see more, about the same, or less at future NASC Symposiums:

	More	Same	Less	Count
Roundtable sessions for organizations of similar objectives	41.1%	56.4%	2.5%	236
Off-site excursions to sports attractions	36.9%	59.8%	3.3%	244
Prominent keynote speakers	36.7%	60.8%	2.5%	240
Addresses from prominent sports figures	34.6%	61.3%	4.1%	243
Activities featuring participation in groups	26.9%	66.0%	7.1%	238
Cocktail receptions	24.9%	72.7%	2.4%	245
Planned evening activities	24.9%	70.6%	4.5%	245
Off-site excursions to non-sports attractions	21.3%	60.4%	18.3%	240
Buffet meals	19.9%	70.1%	10.0%	241
Runs (or walks), yoga, and similar activities	13.9%	69.6%	16.5%	237
Formal sit-down meals	10.9%	69.9%	19.2%	239
Golf tournaments	10.8%	66.2%	22.9%	231

2010 NASC Sports Event Symposium Delegate Survey
SECTION 3: Sponsorship and Networking

- When respondents were asked to name three sponsors of the Symposium, **28.7%** recalled the Greater Columbus Sports Commission, making it the most recalled sponsor overall. **Team Kentucky** ranked second, followed closely by **Sports Illinois**.
- **Teams, Georgia Sports, Sports North Carolina, and Sports Texas** were also recalled by many respondents.
- According to the survey, **nearly all delegates** would recommend the NASC Symposium to colleagues in the industry.
- The **vast majority** planned to conduct business with delegates they met through the **Marketplace Appointments**. Many also were likely to do business with delegates they met at **other parts** of the event.
- **Most delegates** estimated that they were able to connect with a high percentage of the delegates they wanted to meet

Name three corporate sponsors of this year's Symposium. (unaided)

Unaided recall	Percent	Count
Greater Columbus Sports Commission	28.7%	76
Team Kentucky	23.8%	63
Sports Illinois	21.5%	57
Teams	16.6%	44
Georgia Sports	10.9%	29
Sports North Carolina	9.4%	25
Sports Texas	9.1%	24
Sports Events Magazine	7.5%	20
Greensboro, North Carolina	6.4%	17
Pennsylvania Sports	6.4%	17
Discover Louisiana	5.7%	15
Washington Association of Sports Commissions	5.3%	14
Arkansas Sports	4.2%	11
Gainesville Sports Commission	3.8%	10
Play Tennessee	3.8%	10

Please agree or disagree with each of the following:

	Agree	Disagree	Not sure	Count
I would recommend the NASC Symposium to colleagues in my industry	96.9%	0.0%	3.1%	254
The off-site excursions are an important part of the Symposium	78.4%	7.1%	14.5%	255
I prefer to conduct business with organizations that sponsor NASC events	37.8%	21.7%	40.6%	249
I will likely do business with someone I met through the Marketplace Appointments	91.6%	1.6%	6.8%	250
I will likely do business with someone I met at NASC outside the Marketplace Appointments	80.4%	4.4%	15.2%	250

In your estimation, what percentage of the NASC delegates that you wanted to connect with did you finally end up meeting (either through scheduled appointments or otherwise)?

	Active members	Rights holders	Allied members	All
0%	0.0%	0.0%	0.0%	0.0% (0)
1% to 25%	3.4%	3.2%	2.9%	3.3% (8)
26% to 50%	10.6%	9.7%	20.0%	11.8% (29)
51% to 75%	39.1%	29.0%	34.3%	37.1% (91)
76% to 99%	40.2%	58.1%	31.4%	41.2% (101)
100%	6.7%	0.0%	11.4%	6.5% (16)

2010 NASC Sports Event Symposium Delegate Survey
SECTION 4: Delegate Profile

- Overall, **70.2%** of respondents represented host organizations. **12.5%** were event owners and **14.7%** were suppliers. 2.6% were non-members.
- Nearly **three-quarters** of those surveyed had been NASC members for **4 or more** years. **One in three** had been members for **8 or more** years.
- **Less than one-tenth** of respondents were new NASC members. Very few host organizations were new members.
- **Three-fifths** of respondents held **executive** positions such as director, CEO, executive, or manager.
- Approximately half of **allied members** were sales representatives.
- Almost **all** delegates surveyed were involved in their organization's **purchase decisions**.
- Nearly three-quarters of delegates who responded to the survey were from either the **South** or the **Midwest**.

What is your NASC membership category?				
	Active members	Rights holders	Allied members	All
Active (host organization)	100.0%	0.0%	0.0%	70.2% (186)
Rights holder (event owner)	0.0%	100.0%	0.0%	12.5% (33)
Allied (supplier)	0.0%	0.0%	100.0%	14.7% (39)
Not a member	0.0%	0.0%	0.0%	2.6% (7)

How many years has your organization been a NASC member?				
	Active members	Rights holders	Allied members	All
Less than 1 year	3.8%	21.2%	23.1%	8.9% (23)
1 to 3 years	17.7%	18.2%	25.6%	19.0% (49)
4 to 7 years	40.9%	30.3%	30.8%	38.0% (98)
8 to 10 years	37.6%	30.3%	17.9%	33.7% (87)
Not a member	0.0%	0.0%	0.0%	0.0% (0)

Which BEST describes your position within the organization you represented at the Symposium?				
	Active members	Rights holders	Allied members	All
Director, president, CEO	21.9%	28.1%	28.6%	23.7% (58)
Executive or manager	36.5%	50.0%	22.9%	36.3% (89)
Office staff	7.3%	9.4%	0.0%	6.5% (16)
Sales representative	29.8%	0.0%	48.6%	28.6% (70)
Volunteer executive or board member	1.1%	12.5%	0.0%	2.4% (6)
Other	3.4%	0.0%	0.0%	2.4% (6)

Which BEST describes your purchase decision-making role within the organization you represented at the Symposium?				
	Active members	Rights holders	Allied members	All
My decisions are final	19.1%	25.0%	22.9%	20.4% (50)
I am involved in joint decisions	61.2%	59.4%	42.9%	58.4% (143)
I make expert recommendations	18.0%	15.6%	20.0%	18.0% (44)
I am NOT involved in decisions	1.7%	0.0%	14.3%	3.3% (8)

Where do you reside?				
	Active members	Rights holders	Allied members	All
South	44.9%	21.9%	25.7%	39.2% (96)
Midwest	34.3%	21.9%	40.0%	33.5% (82)
West	12.9%	37.5%	11.4%	15.9% (39)
Northeast	6.7%	15.6%	14.3%	9.0% (22)
Outside USA	1.1%	3.1%	8.6%	2.4% (6)

2010 NASC Sports Event Symposium Delegate Survey
SECTION 5: Respondents' Comments

Comments from Active Members

Awards given at Awards Luncheon need better explanation/description of their award category. Buffet meals need to be of better quality (particularly Shapiro luncheon). NASC staff continues to do a great job! Better education session/topics this year. Great survey to determine future education topics. More effort to qualify NBG in marketplace (some did not belong)"

Best Practices sessions were extraordinarily helpful. Would like to see more of those.

Best Practices should be earlier in the week

Best Symposium I have ever attended!
Looking forward to 2011!

Columbus missed out on showing off the North Market...that place is really cool!

Columbus was my 16th NASC Annual Meeting / Symposium. I believe our NASC Staff & Committees affiliated with the Symposium take great pride in listening to our members, planning the symposium and executing a quality event. The 3 reasons why our members attend - Networking, Education & Sales Opportunities seem to be a priority to everyone affiliated with the event. From a continuous improvement view, I would suggest:

- General Membership Meeting - I understand we are a 365 day organization however this is a real opportunity to share key "state of the industry" relevant points that are news for delegates to take home and potentially media to pick-up. Note: I like Talty however this is our show and the message should come from us.

- Marketplace - Great set-up this year. The one improvement would be more event rights holders. I know this is a priority however know it is on the top of many members list of why we invest & attend.
- Education Sessions - the quality of the ones I attended were 1st rate. The improvement is less sessions in the same amount of times slotted. Consider in repeating educational sessions from day to day.

Family style lunches were not good and food was extremely unhealthy with empty calories - pizza, pasta, etc. Make awards ceremonies shorter. Some topics needed for roundtables or no discussion occurs.

Food was pretty bad/cheap. also had pizza twice in one day.

Get rid of some of the non-rights holders that are in the marketplace. Not really interested in rooming agencies, software, agents, etc.

Great conference.

Great event.

Great job once again!

I felt the value received for the cost of the event was superior! Thank you.

I had a great time at my first ever conference. I met a lot of people and look forward to next year.

I know it's difficult to manage, but in the Marketplace, event owners/suppliers and hosts need to respect the appointment times.

I really enjoyed getting out and walking around downtown Columbus. I participate in CSEE so I don't get to go on the non-sport related tours and I wish I could see more of the "touristy" side of the cities we visit. I did enjoy the early morning exercise options!

I really enjoyed the conference. I really came for more education and would like to see lunch shortened and have an opportunity to go to more than one breakout session in am and pm.

I really enjoyed the way the awards ceremony was set up with samples of work from the folks that submitted and discussions with the judges.

I thought that the networking reception on Wednesday wasn't as successful as I would have liked it to be. I wanted to introduce a new person from my city to the vendors (he wasn't familiar enough with the facilities in the city yet, but I wanted to make the connection). Most of the vendors left their booths. Other suggestions:

- Education Session Suggestions: How to Start a State Sports "Commission" (what do other states do and what works best); How to work with Facility Owners (basically a session that facility owners inform sports commissions/cvb's on how they are run and why there are "extra cost" other than rental)
- I thought that the lunches ran a little long. I think 15 minutes could have been cut off of them.

- I don't know what the solution is, but I would have liked our round table to go longer. I like that the roundtable is after the event so we can get feedback immediately on the conference, but I think people have to leave quicker or cannot attend because they have to leave to go home.

- If the shuttles from the airport to the hotel would run every 30 minutes that would be huge. I arrived 5 minutes after the bus left. I think we had 10 people that waited for 45 minutes. I didn't mind, but others may have.

I was involved in several discussions with other host destinations on what is the criteria that determines whether a sports commission or a CVB is small or mid to large. Some reps that attended the round table discussions may have been more comfortable and their issues more applicable if they attended the appropriate round table. Is it based on budget or population? It may be difficult to truly clarify the criteria but some guidelines may be helpful. Maybe a bit more clarification in the description of the round table discussion of the conference program may help to determine the best discussion to be involved with and may encourage more attendance.

I would have like to have shorter education sessions, that way we could go to more during the conference. Also, the food was bad during the conference, especially the lunch that we had mini hamburgers, veggie burgers, and those chicken sandwiches. And those COLD sweet potato fries!

I would like to see the education sessions cut down to 45 minutes each and repeated more frequently during the Symposium so that we can do more than just two... there were several great topics this year and it was difficult to choose one over the other and disappointing that you couldn't get the others at a different time. Although some of the sessions were recorded, it's difficult to view them once we've returned to our offices as we are already pretty busy and you lose the interaction with the group to ask questions, etc. Although this was my first CSEE module and the speaker was very good, I felt that was the biggest waste of my time during the Symposium. It was far too long and although we can always use a good refresher on customer service, etc., I didn't really feel it was an appropriate topic for why we were attending the Symposium. Some of the topics that were asked in a previous screen, such as event management, staffing, insurance, bid processes, etc. are far more relevant and seem would be more in line with what the certification is about.

I would like to see the profile data information be increased so both rights holders and suppliers can make educated appointment selections thus making the marketplace time more beneficial.

I would like to suggest we look at more of the business side which means to me more organizers and more appointments. The education although very nice should be left to the NASC website. My board doesn't really see the ROI of the education side of the Symposium. I had 10 appointments this year which may have been average but if you think about the dollars spent to be a member, the registration, flight, hotel and per-diem is it really the value you're looking for? I would say that the majority are there to sit and meet with the organizations.

I would love to do offsite visits during the symposium, but they conflict with CSEE certification classes.

Include a lined sheet in program for taking notes. Play a Video Bio of the sports figures before they speak.

It was great but it seemed like there were fewer appointments or meeting planners. I'm not sure if there were troubles attracting planners or not. It just seemed like a lot of same old same old in terms of planners in attendance.

Keep up the great work!!!

Loved the Breakfast buffets that were offered. All staff was very helpful and informative. Enjoyed the keynote speakers! Great conference!

Market Place appointments were the best they've been in recent memory. Columbus, OH was a great host...really enjoyed the city.

Marketplace needs to be tweaked...not sure how that would be, though. Love roundtables and any industry information, e.g. Don's state of the sports event industry as well as Talty O'Connor's results.

NASC staff superb! Extremely well organized and good program balance. Well done!

Need either more times slots for best practices or other round tables. A the few times offered, I wanted to attend multiple meetings and each time had to skip something I was VERY interested in.

Need to keep an eye on the ration of event organizers to host organizations. The number of appointment opportunities seem to be shrinking each year due to the increase in participants.

Nice job this year, keep up the good work.

Overall the event was Outstanding. I learned a lot of what other CVBs and Sports Commissions go through in their day to day activities.

Parks and Rec presentation only real glitch. Most likely tech issues, as opposed to disorganization. But class subject had potential, but unfortunately didn't work.

TERRIFIC EVENT. I enjoyed myself so much and met so many wonderful people. Great place to network and do business with others in the sports world.

The breakout sessions seemed very long, might be better to increase the total time allocated for this by 15 minutes. Then to rotate to another topic (2 topics) mid-way through.

The complimentary bus transportation was an excellent benefit. Host hotel costs are getting too high, especially if we wish to stay through Thursday night, traveling back Friday - creates 4 night stay for most, and is getting too expensive. Some were at Hyatt for VERY discounted rate from hotels.com (one said they got room for \$59). Sounds like Greensboro also has discounted rates posted elsewhere for host hotel at the same time frame.

The host hotel rate was way too high. By far the most expensive in the city. Absolutely needs to be addressed for next year.

The overall conference was well managed. Would like to see an educational session focused specifically on how small market bureaus/sports commissions can maximize their exposure and mitigate any preconceived disadvantages on a limited budget. Also, would like to see the golf tournament moved back a little later in the day to give more people the opportunity to fly in the day of to participate.

The round tables discussions are nice but always too late in the conference, these would be good mixed through out the week... and go back to three levels, too many beginners get in the way of good conversation.

This Symposium was more than I expected. Being able to tour MAJOR sports facilities is a great experience for a person who struggles with lack of facilities in smaller markets. We get to see how the big boys do it. I would like to see more classes for the little guys. A lot of the information pertained to the larger markets and I felt lost at times. The forum at the end of the Conference was most beneficial because you get to talk to other areas that struggle with the same problems as my market. It was an opportunity to see how the other small markets work and lend input. I plan on attending this symposium EVERY year and hope to have a more active part as I become more familiar in future years. The little guys need to have a voice as well. Thanks for a good time and an opportunity to meet movers and shakers in sports event planning.

This was my first Symposium. I was extremely pleased with my investment! Can't wait for next year. Looking forward to getting more active and involved to maximize the experience.

This year's event was great and a special thanks to the staff and to the Columbus Sports Commission. Diversity is hard when planning meals but I heard the most comments on the luncheons- people didn't like the menu choices but they were creative.

Trouble with some events rights holders being double booked.

The quiet time for sponsors to meet with events right holders prior to the marketplace opening was a good concept, although there needs to be a little more incentive to draw in all the rights holders who linger at breakfast.

Quality events right holders is good. Record attendance at the NASC is also positive for the association, but if the ratio of host organizations to events rights holders decreases significantly then value is being lost.

Very good conference. A good selection of topics. It was hard to choose which one to attend. One educational session topic - Merchandising: Enhancing the sports event experience. Thank you to Columbus, the GCSC staff and NASC staff!"

Would like to have actual sport organization leaders giving lectures on attracting sporting events to your town. Activities for all those attending, like team and individual sporting competition.

Would like to see a high level educational track developed for the participants that have a lot of experience in the industry. I found my self in several sessions where a lot of the time was spent discussing entry level 101 issues. These are very important however there should be some tracks developed for the seasoned participants.

Comments from Rights Holders

Every time I went to the registration desk they didn't quite know the answers, didn't have lanyards, the gift box was empty, specific meeting spots for the excursions, etc... Not a huge deal to me, but thought you would want to know for future training.

Extremely negative comments as to food quality at lunches.

Host hotel was great, but VERY expensive. Other than that, a great event!

I am impressed with the fact that NASC is providing a forum by which sport and athletic programs for the various disability groups are beginning to get included in such an important forum. The educational value of all types of sport is a benefit to the community as a whole and with such special programs such as, the National Beep Baseball Association (NBBA) adapted baseball for the blind this educational value takes on added significance.

I think the way you do the marketplace sign up is outstanding. This year I liked that I could go to my appointments and be directed right to their contact information so I could send them information before we met. Hats off to this process. If only TEAMS would do it this way!

I would like to see the possibility of having a volunteer day or volunteer activity in the community where the event is taking place.

More B to B opportunities for NGB and Rights Holders.

Schedule the Event Holder Roundtable before the Marketplace closes. 80% do not attend.

Thank you for doing a great job this year. Look forward to next year.

The Hyatt was overpriced by a lot. It was tired and worn out. NASC should know better than to put travel professionals in a property like that for \$174+++++=\$200+. The Awards lunch was waaaaaay too long. 40 plus minutes of nothing after attendees finished eating. We've networked enough by then.

Very well organized event. A step up from the previous year.

You do a wonderful job organizing this event and we love coming every year! On a side note, the online community idea is a great one, but we are starting to see lots of general email blasts (several per day) from NASC and members. Could membership be encouraged to look at specific events that fit their community and make more directed contact instead of blanket emails?

Comments from Allied Members

Beth and team did an outstanding job!!!
Thanks again for a FANTASTIC symposium.

Bravo. Keep it moving and in the right direction!

For a first timer, my only complaint is that I did not understand the appointment concept for the Marketplace, hence did not try to fill my dance card prior to going. As a result I did not get to meet everyone I wanted to while also not being able to walk up to the events, as they were all busy with appointments! Next time I'll know better...

I was there for the Marketplace as a vendor, so did not fill out much of the form that pertained to the seminars and sessions...sorry for it being so incomplete, but I just didn't attend those, so couldn't make judgements on them.

In today's economy I think you could do the Marketplace all in one day. You are the educational arm-don't lose that.

Make roundtables on the 2nd day not the last so you can create discussion throughout the networking events...we were told that it would be fine to schedule our departure after noon on Thursday so we missed out on the discussion which I felt would have been very beneficial to this event. Otherwise it was well put together and very informative...very easy to get to where you wanted to go via the printed book. Awesome Job see you all next year!!!

My only complaint about the symposium was our lack of official scheduled appointments. Other than that, the event was great and we still managed to network with and meet most of the individuals we sought to speak with.

Need to have more rights holders or diversified rights holders attend.

The free evening is important for people who want or need a break, but the host committee should offer a few suggestions for local restaurants or districts. It is our only chance to see what the host city has to offer!