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Background and Introduction

LCA and IMCA held their first-ever joint annual meeting in June 2002. Both organizations, previously, have always served separate memberships and have held separate meetings. The 2002 Annual Meeting, held in Toronto, was the first time IMCA and LCA held a conference that joined both memberships. The meeting served as a planning session for both organizations, as well as an opportunity to get to know the leadership and members of each party.

Life Communicators Association (LCA) is an international organization of almost 700 communications professionals – employed by more than 170 life insurance and related financial services companies – who specialize in such essential support roles as marketing, marketing communications, sales promotion, advertising, internal communications and public relations.

Methodology

Sheryl McAtee, the current LCA Research Director, managed the joint meeting research program.

Members who participated in the joint meeting were given a survey. Respondents filled out the survey while at the conference and handed in completed questionnaires to LCA board members. All surveys were then forwarded to Kristi Gale, the market researcher (and non-LCA member) hired to analyze the study and report findings. In total, there were 76 completed surveys.

The survey was a mix of mostly closed-ended questions, but a few open-ended questions did inquire about meeting logistics, the value of the joint meeting, and other general comments.

This report will provide information to both LCA and IMCA on how member participants felt about the first-ever joint annual meeting.

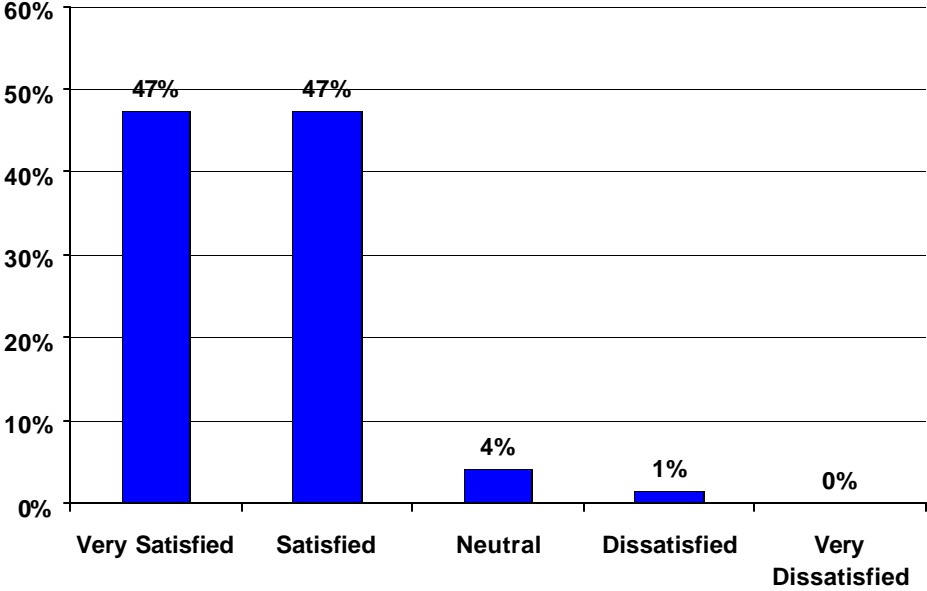
(See Appendix for survey instrument)

Detailed Findings

Exhibit #1
Overall Satisfaction

Question:
Overall, how satisfied were you
with this year's joint meeting?
[Vary Satisfied – Very Dissatisfied]

Satisfaction with
LCA/IMCA joint meeting is
high.



When respondents were asked how satisfied they were regarding the joint LCA and IMCA meeting in Toronto, nearly all stated they were satisfied.

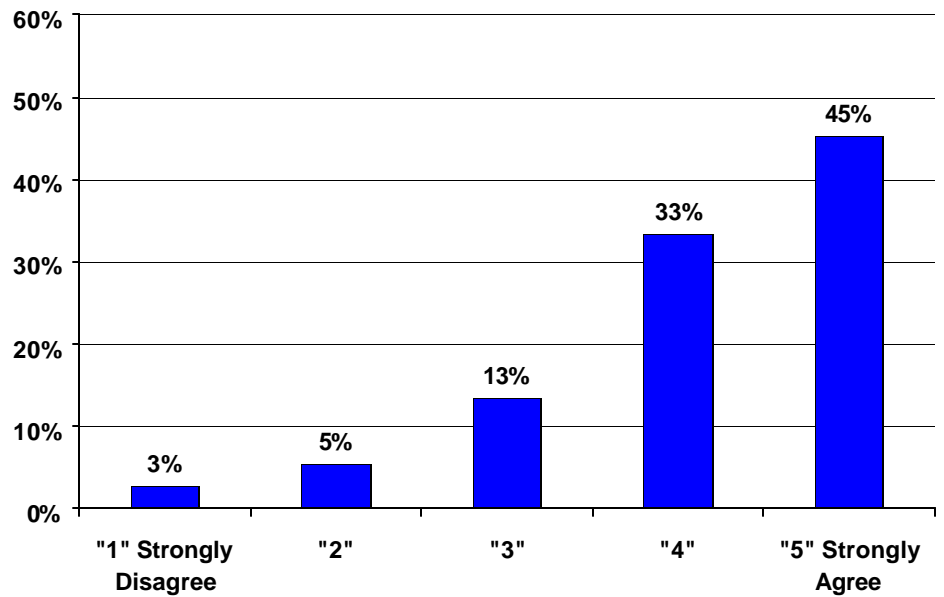
- 47% stated they were “very satisfied” with the joint meeting.
- An additional 47% stated they were “satisfied.”

Only 1% responded that they were “dissatisfied” with the joint meeting.

Exhibit #2 Event Timing

*Question:
The timing of this year's joint meeting (June) was good for me in terms of being away from work and family.
[Strongly Disagree – Strongly Agree]*

The timing of this year's joint meeting seemed to fit participants' scheduling needs.

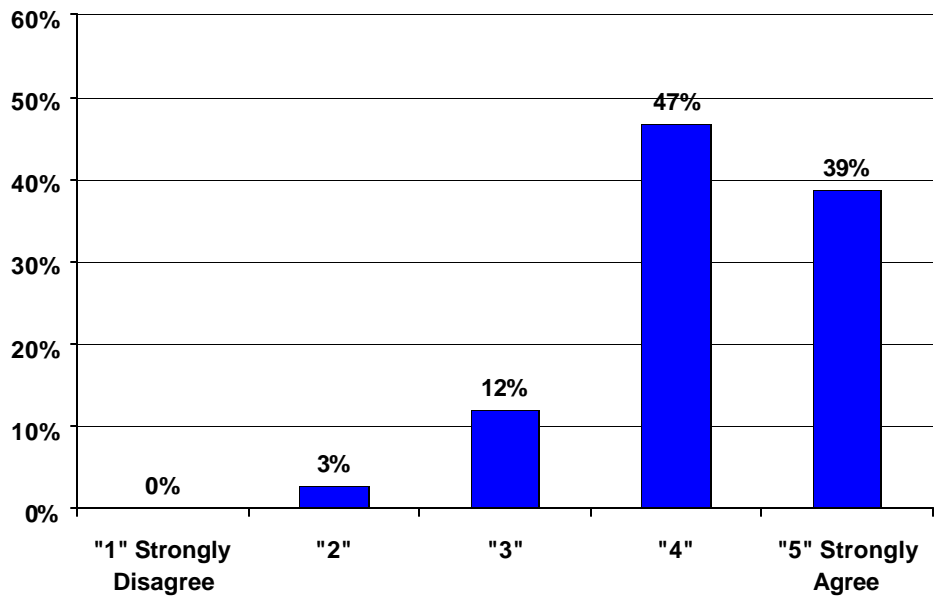


For the most part, meeting participants agreed that the timing of the LCA/IMCA joint meeting was good for them in terms of being away from work and being away from their family. 78% in total agreed with this statement (those that rated the timing of the meeting a "4" or "5 – strongly agree").

Very few (3%) had any strong issues with the timing of the meeting.

Exhibit #3
Meeting Length

Question:
The length of the meeting (4 days) was manageable for me in terms of being away from work and family.
[Strongly Disagree – Strongly Agree]



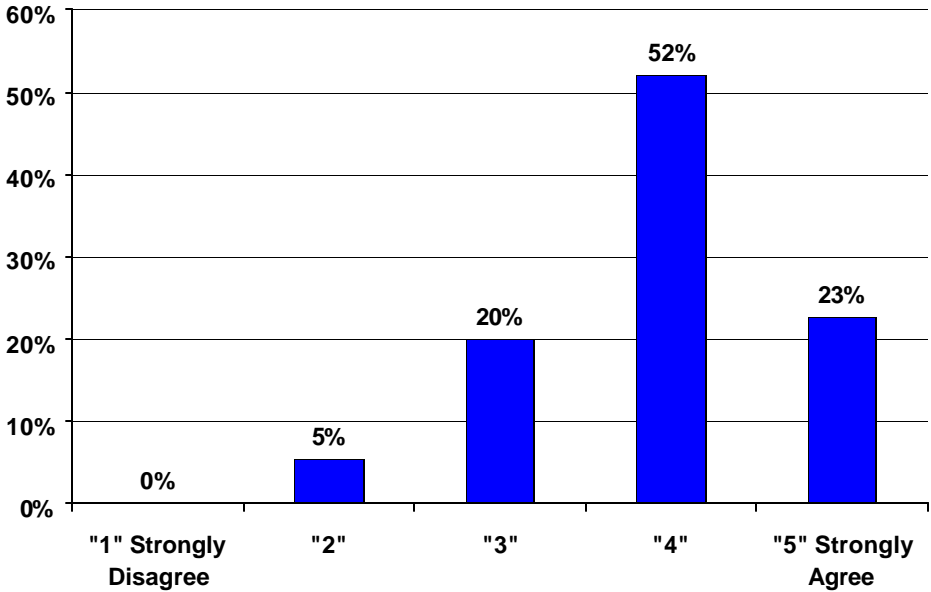
The overall length of the meeting was manageable for participants.

39% of meeting participants “strongly agreed” that the length of the joint LCA and IMCA meeting was manageable for them in terms of being away from work and their family. (The meeting lasted a total of 4 days.)

An additional 47% “agreed” with this statement, by rating it a “4.” No one (0%) “strongly disagreed” with the statement.

Exhibit #4
Speaker Quality

Question:
Overall, the quality and content of the speakers were beneficial to me professionally.
[Strongly Disagree – Strongly Agree]



The speakers, for the most part, were beneficial to participants.

23% of meeting participants “strongly agreed” that, overall, the quality and content of the speakers were beneficial to them professionally.

An additional 52% “agreed” with this statement – by ranking it a “4.”

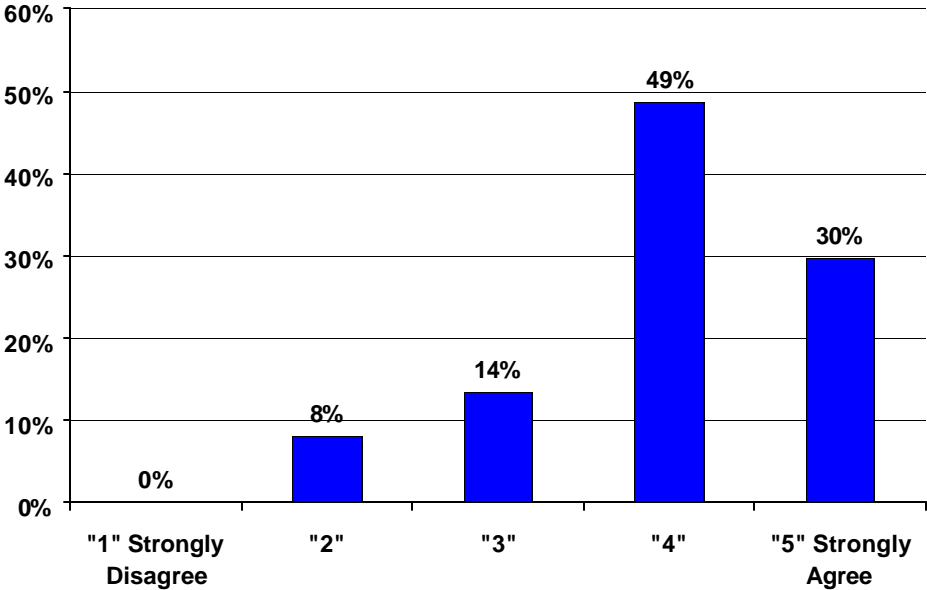
Based on the written comments, some participants felt strongly that certain speakers were very beneficial and others were less beneficial.

(See Appendix for detailed response output.)

Exhibit #5
Topic Quality

Question:
Overall, the quality and content (topics) of the breakout sessions (workshops) were beneficial to me.
[Strongly Disagree – Strongly Agree]

Topic content within the breakout sessions appeared to have benefited participants.



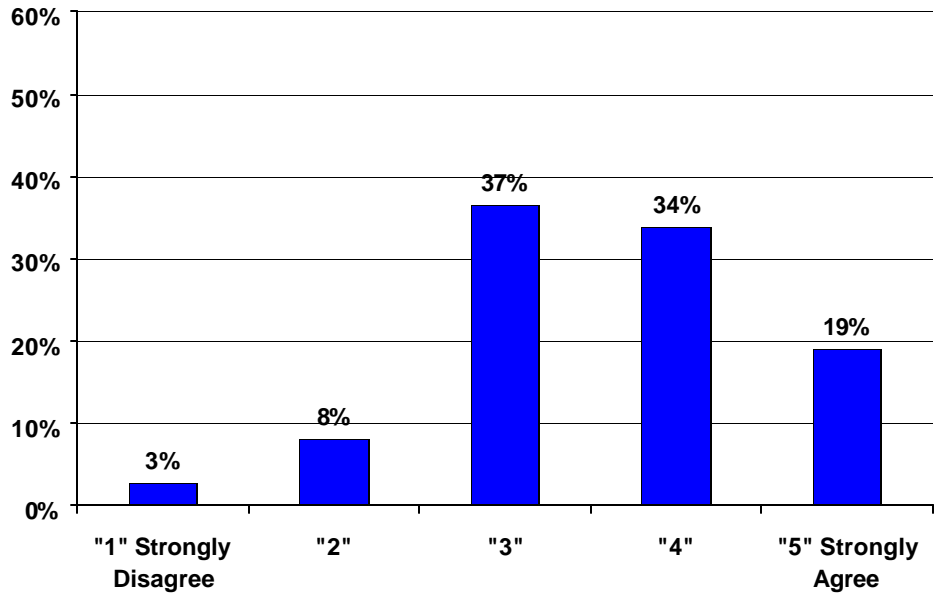
In total, 79% of participants (those that rated a “4”, or “5 – strongly agree”) agreed that, overall, the quality and content/topics of the breakout sessions (workshops) were beneficial to them.

No one “strongly disagreed” with this statement.

Exhibit #6
Value of Networking
Functions

Question:
The various networking
functions were very valuable to
me.
[Strongly Disagree – Strongly Agree]

The networking functions
were somewhat valuable –
but there is room to
improve.



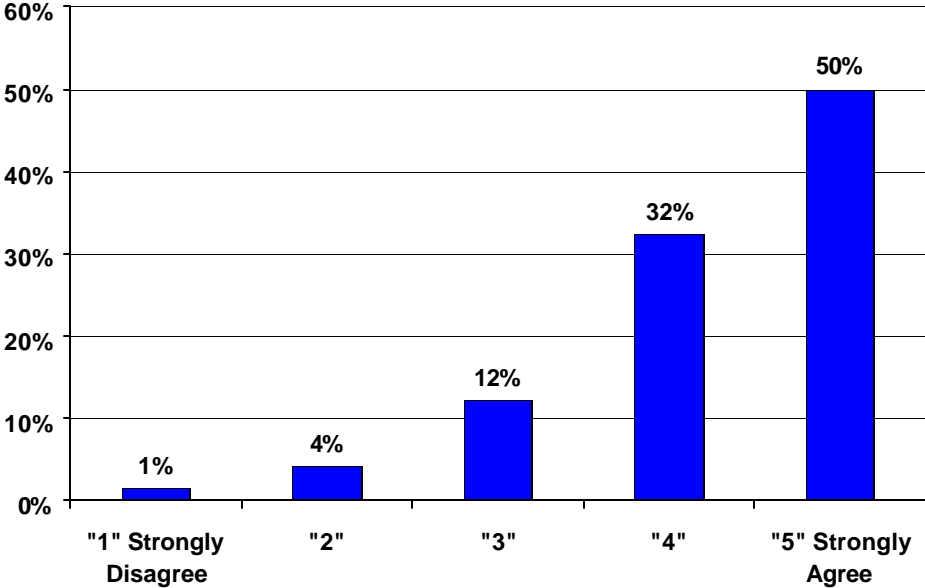
19% of meeting participants “strongly agreed” that the various networking functions were valuable to them. Additionally, 34% “agreed” with this statement (by giving it a “4” rating).

While many participants did agree that the various networking functions were valuable to them, there is room for improvement. A high percentage, 37%, of participants were more ambivalent (giving it a “3” rating).

Exhibit #7
Meeting Location

Question:
The location (city) of this year's joint meeting was very favorable.
[Strongly Disagree – Strongly Agree]

The joint meeting location appeared to have been favorable to most participants.



Half (50%) of participants at this year’s joint meeting “strongly agreed” that the location (city) of this year’s meeting was very favorable.

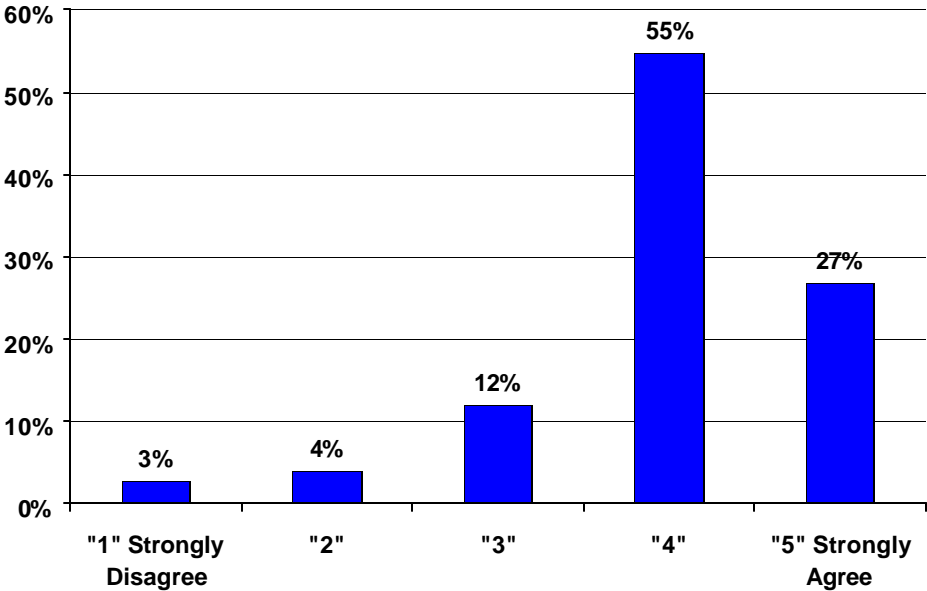
An additional 32% “agreed” with this statement – bringing the total to 82% who agreed with the location of the meeting.

Only 1% “strongly disagreed.”

Exhibit #8
Meeting Facilities

Question:
The hotel/meeting facilities of
this year's joint meeting were
very favorable.
[Strongly Disagree – Strongly Agree]

The meeting facilities were appropriate.



The meeting facilities appear to have met most needs of participants. While not an overwhelming “strongly agree” percentage, most felt the facilities were appropriate.

27% of participants “strongly agreed” that the hotel/meeting facilities of this year’s joint meeting were favorable. An additional 55% “agreed” – by giving a “4” rating.

Exhibit #9

Other Meeting Comments

Question:

What other comments do you have regarding this year's meeting time, location, speakers, facility, etc.?

Top responses regarding the meeting time, location, speakers and facility include:

- Participants felt that Monday's general session was wonderful - especially when compared to Tuesday's general session (which was viewed to be less beneficial).
- There was difficulty in finding the time and the opportunity to network throughout the conference – and many participants stated this was an important reason why they attended.
- The Motorcycle Club event was a good idea, although participants stated it was a difficult environment in which to network.
- Participants wanted more of an opportunity to network with other members in their same specialty area.
- There was a need for more information in advance of the conference – topics, times, schedules, dress code, etc.
- Participants wanted better/different topics for the general sessions and breakout workshops.

There were a wide variety of other responses regarding meeting logistics.

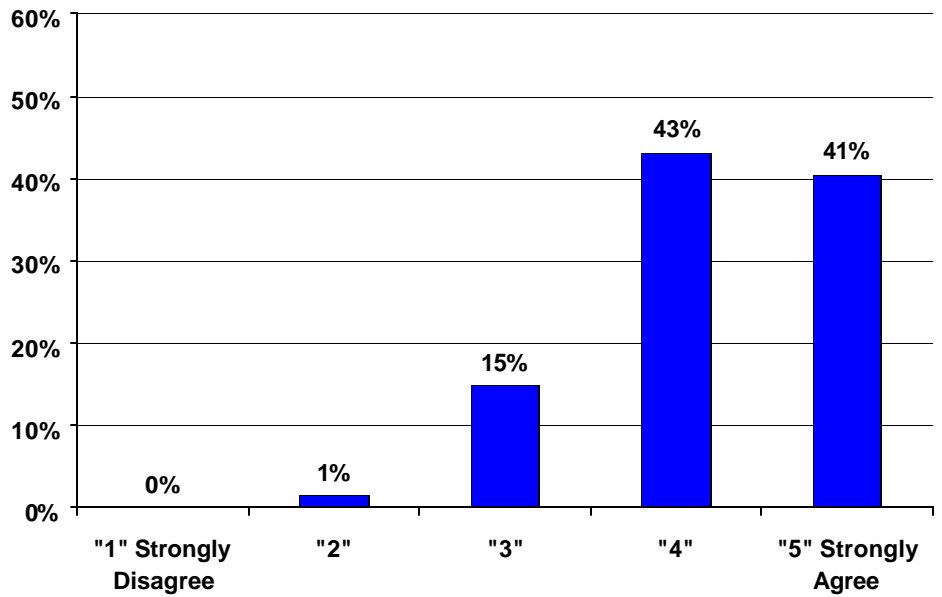
(See Appendix for detailed response output – Q. #9 comments)

Many comments reflected positively toward the overall effort put into organizing the conference.

Exhibit #10
Joint Meeting Feedback

Question:
Having a joint meeting with LCA and IMCA is positive for both organizations.
[Strongly Disagree – Strongly Agree]

Most participants agree that another joint meeting would be a positive step.



A strong percentage of participants agreed that having a joint meeting with LCA and IMCA was positive for both organizations.

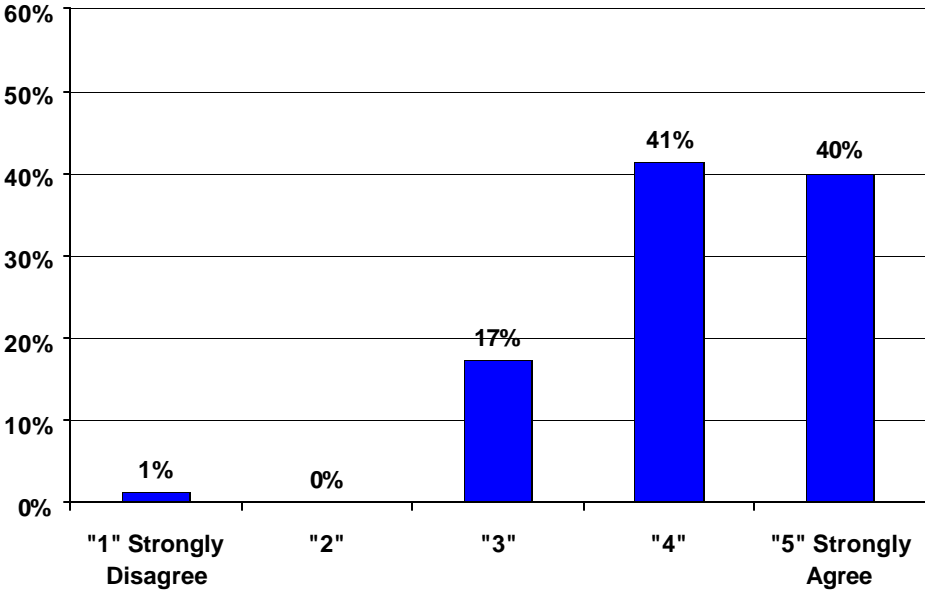
- 41% rated this statement a “5 – strongly agree.”
- An additional 43% rated this a “4.”

No one “strongly disagreed” with this statement.

Exhibit #11
Feedback on Additional
Joint Meetings

Question:
*I would like to see joint meetings
in the future.*
[Strongly Disagree – Strongly Agree]

Participants would like to
have another LCA/IMCA
joint meeting in the future.



Again, there is strong support for another joint meeting in the future. In total, 81% of participants “agree” that they would like to see one in the future.

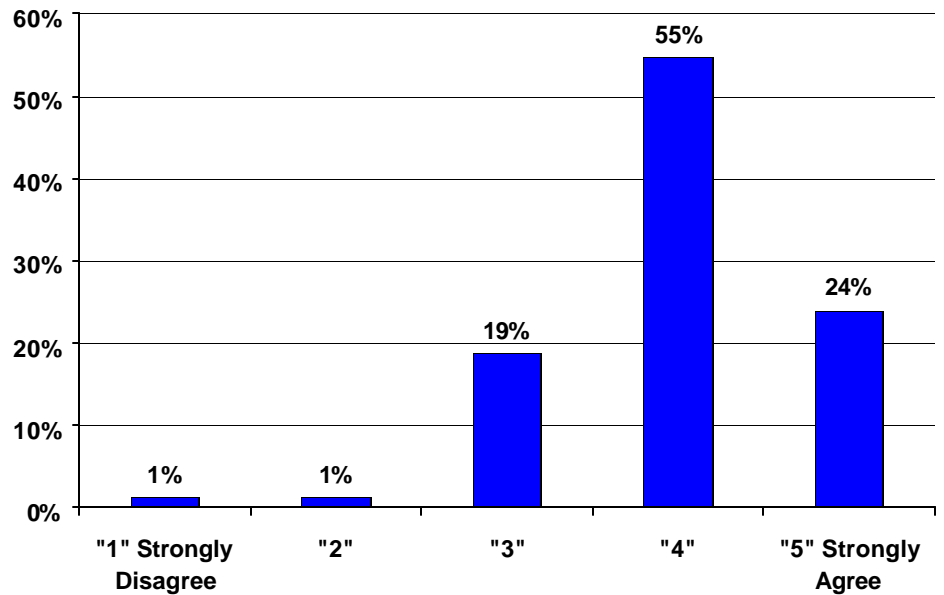
- 40% gave this a “5” rating of “strongly agree.”
- An additional 41% gave this statement a “4” rating.

Only 1% of participants “strongly disagreed” with wanting to see another joint meeting in the future.

Exhibit #12 Joint Meeting Value

*Question:
Overall, this year's joint meeting
was very valuable/beneficial to
me.
[Strongly Disagree – Strongly Agree]*

The value and benefit of
another joint meeting is
voiced.



Although there is strong support that this year's joint meeting was valuable and beneficial to participants, there appears to be some value in educating members even more on how a merger could benefit them.

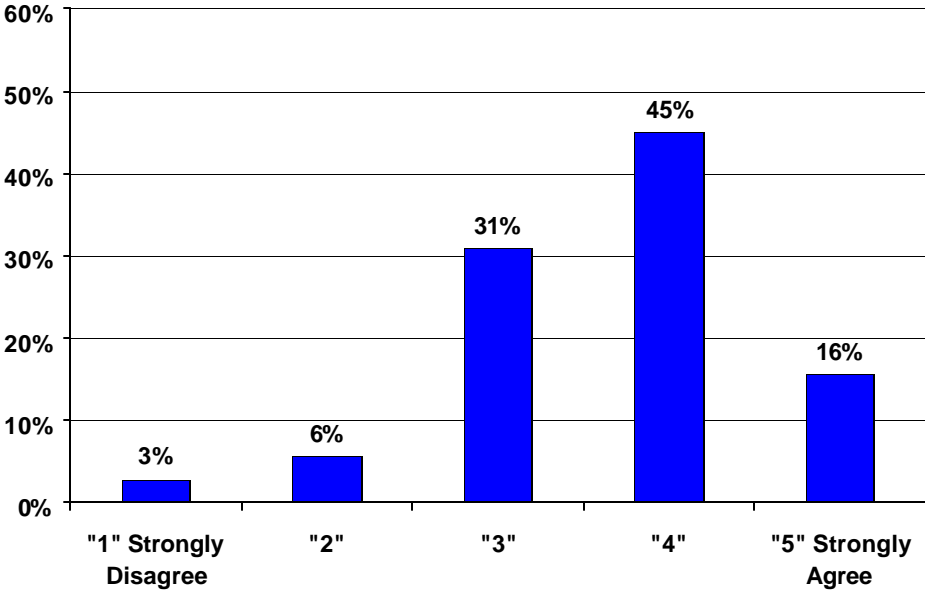
Nearly a quarter (24%) of participants "strongly agreed" that this year's joint meeting was very valuable and beneficial to them. An additional 55% "agreed" with this statement, by indicating a "4" rating.

Based on comments received on the surveys, participants are asking for more information on the other organization and how a merger can benefit them professionally. Some members had little understanding of the other organization and wanted to know more.

Exhibit #13
Meeting Educational Needs

Question:
This year's meeting met a broader range of my professional/educational needs.
[Strongly Disagree – Strongly Agree]

Although most professional needs were met by the meeting, there is room to grow.

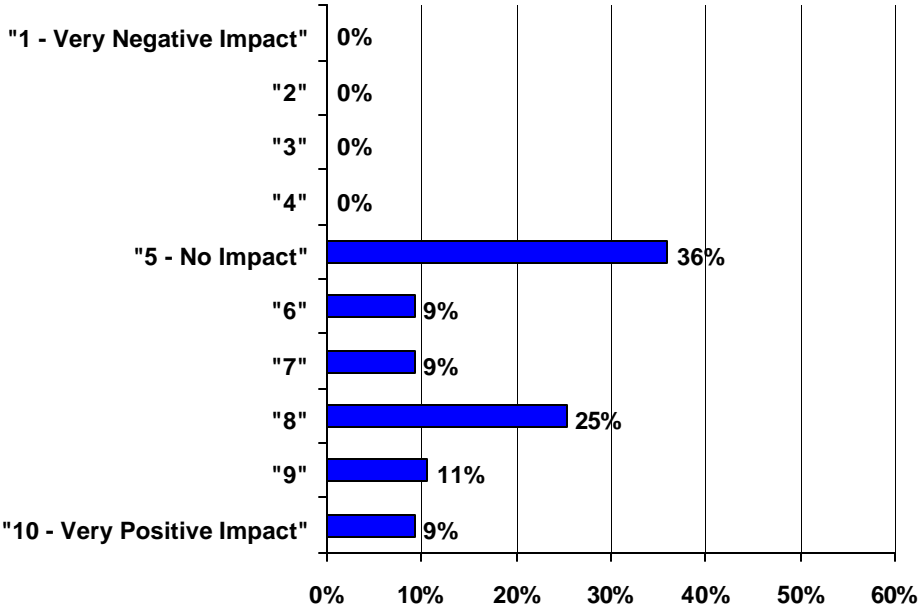


Only 16% of participants “strongly agreed” that this year’s meeting met a broader range of their professional and educational needs. An additional 45% rated this statement a “4” indicating that they “agreed”.

There appears to be some room to expand what is offered in meetings in order to satisfy more of participants’ professional and educational requirements.

Exhibit #14
Joint Meeting Impact

Question:
What has been the impact to you professionally of combining IMCA and LCA into a joint meeting?
[Very Negative Impact – Very Positive Impact]



The professional impact of a joint meeting is fairly positive.

Participants definitely leaned toward more positive responses when asked about the professional impact of this year’s joint meeting. However, the value of combining both organizations still may need to be identified and communicated to members.

The highest percentage (36%) of meeting participants indicated that there was “no impact” to them professionally by combining IMCA and LCA into a joint meeting.

The next highest percentage (25%) gave the statement a fairly positive rating of “8” – indicating the joint meeting did have a positive impact to them professionally.

Worth noting, there were no negative responses.

Exhibit #15

Participant Experience Comments

Question:

What, if anything, would you recommend that would improve your experience of the joint meeting with LCA and IMCA?

Top responses regarding how participants would improve the meeting experience include:

- Wanting an explanation of each organization's mission/goals, etc.; an orientation for members who do not know much about the other organization
- information on how a merger would benefit members
- More in-depth/specific conference topics
- More workshops
- Ability to meet/network with other members who have similar job functions

There were a wide variety of other responses regarding the meeting experience.

(See Appendix for detailed response output – Q. #15 comments)

Exhibit #16

Most Valuable of Joint Meeting

Question:

What one thing was the most valuable about this year's joint meeting?

Top responses on what was most valuable include:

- The networking opportunities
- Speakers (general mentions)
- Opening day speakers (Monday's session)
- Dr. Gerry Faust's presentation
- The breakout sessions / workshops
- Having more people at the conference / having a joint meeting

(See Appendix for detailed response output – Q. #16 comments)

Exhibit #17

Least Valuable of Joint Meeting

Question:

What one thing was the least valuable about this year's joint meeting?

Top responses on what was least valuable include:

- The presentation on Mexico / Gloria Leal's presentation / the International session
- The Mark Twain presenter
- Difficult, at times, to appropriately network

(See Appendix for detailed response output – Q. #17 comments)

Appendix

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