

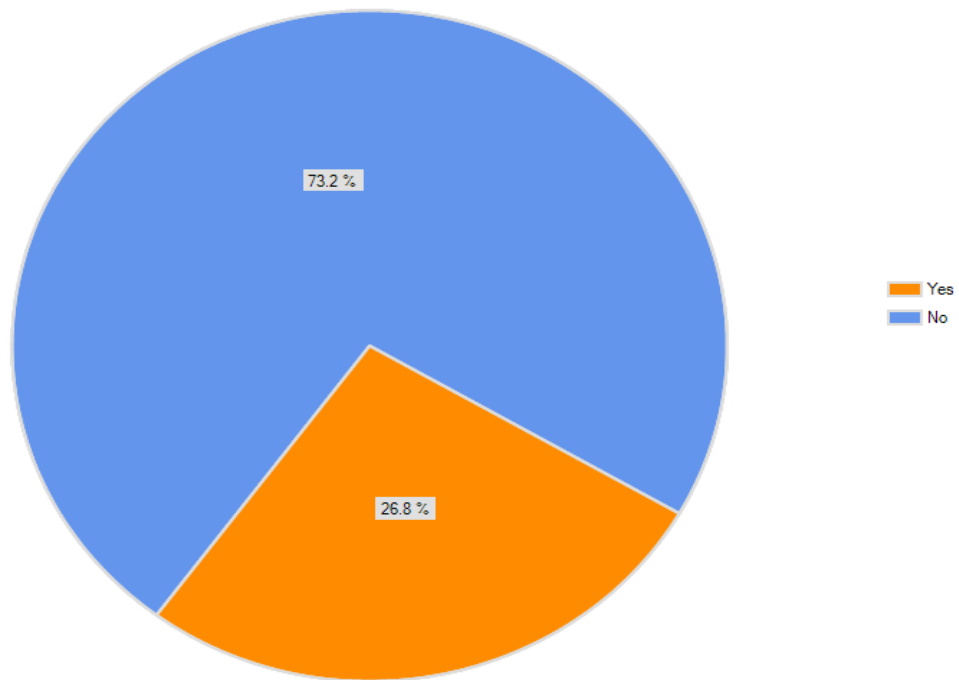
**September 2010**

**Association Meetings: Forecasts and Trends 2011 – Survey Responses**

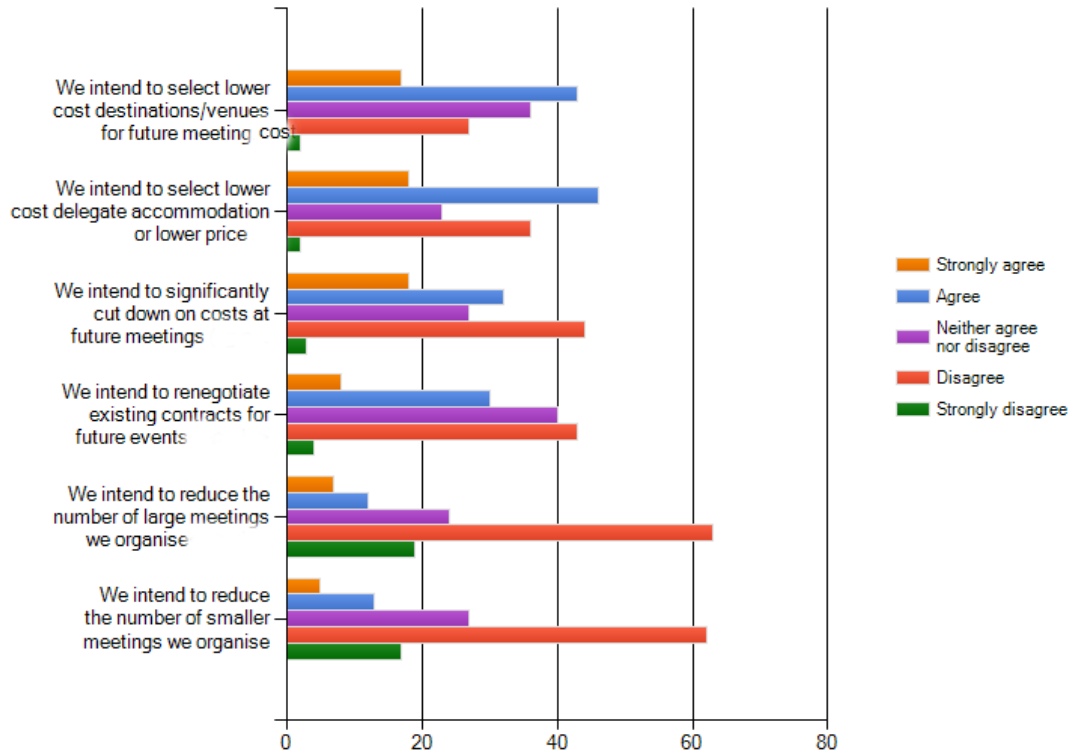
IMEX and ICCA conducted research into the forecasts and trends of Association meetings during September 2010. Below is a collation of the survey responses. For the full report please see:

<http://www.imex-frankfurt.com/templates/content/documents/AssociationMeetingsSurveyReportOct10.pdf>

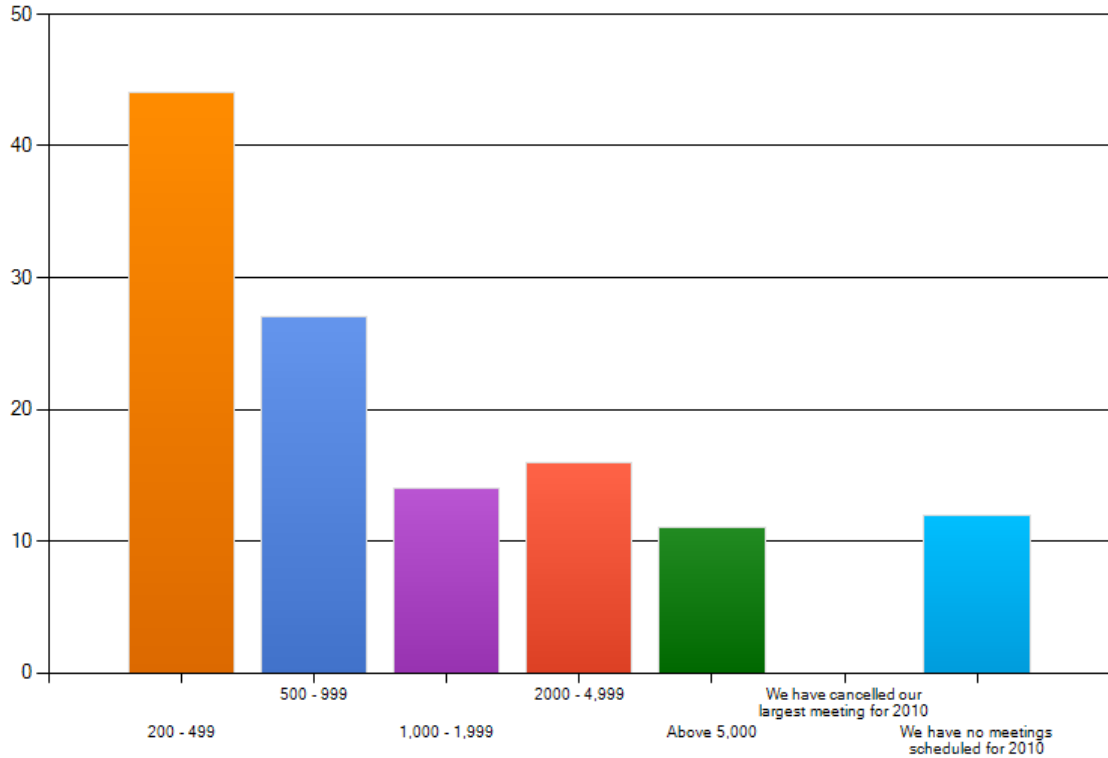
**1. Has the economic downturn had a significant negative impact on your association during 2010?**



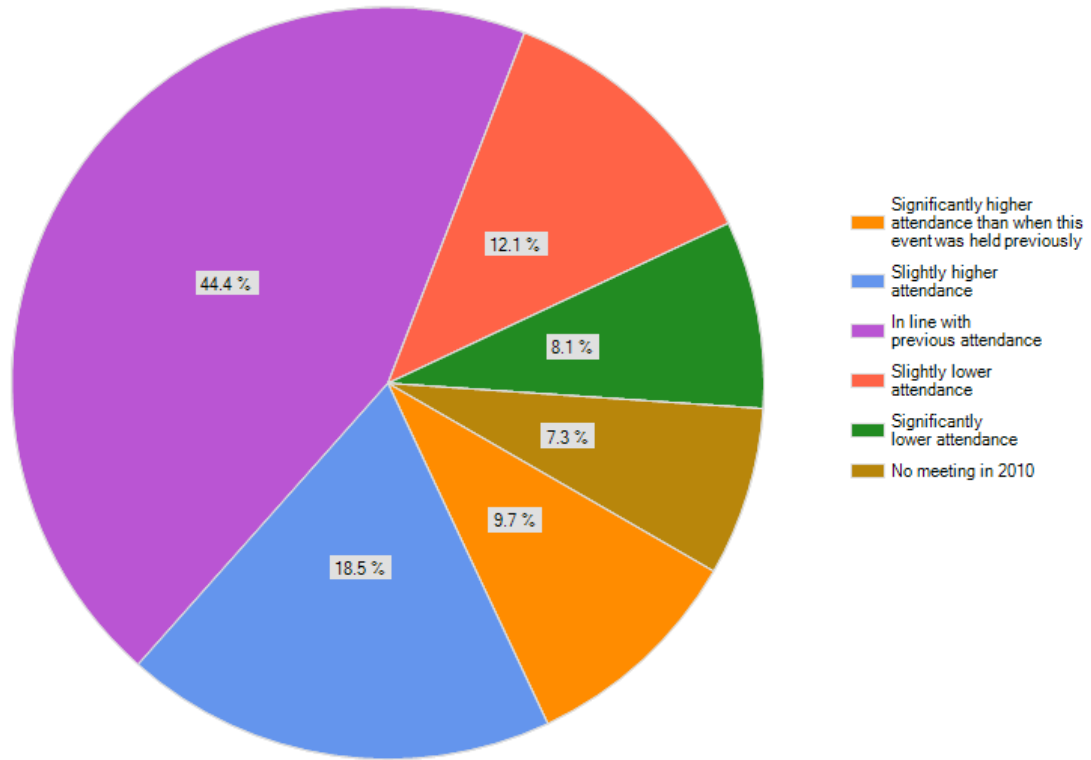
**2. Please indicate to which extent you agree with the following statements as a result of the current economic environment:**



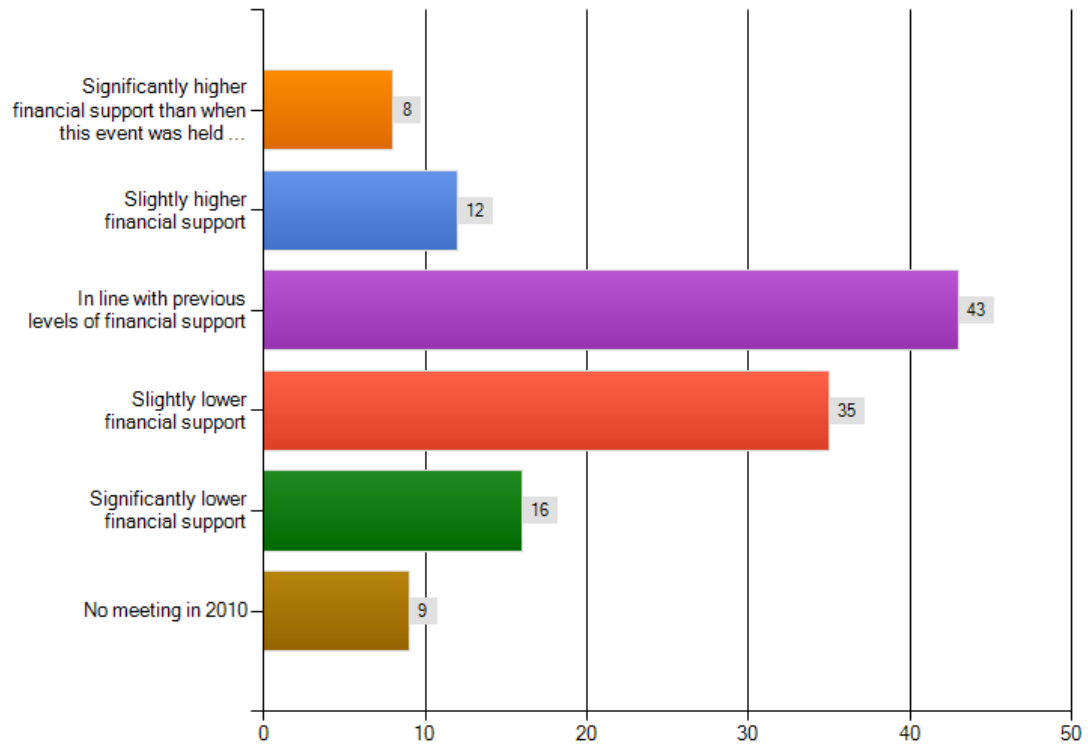
**3. Please select the approximate number of attendees who attended, or who are anticipated to attend, your largest meeting to be held during 2010:**



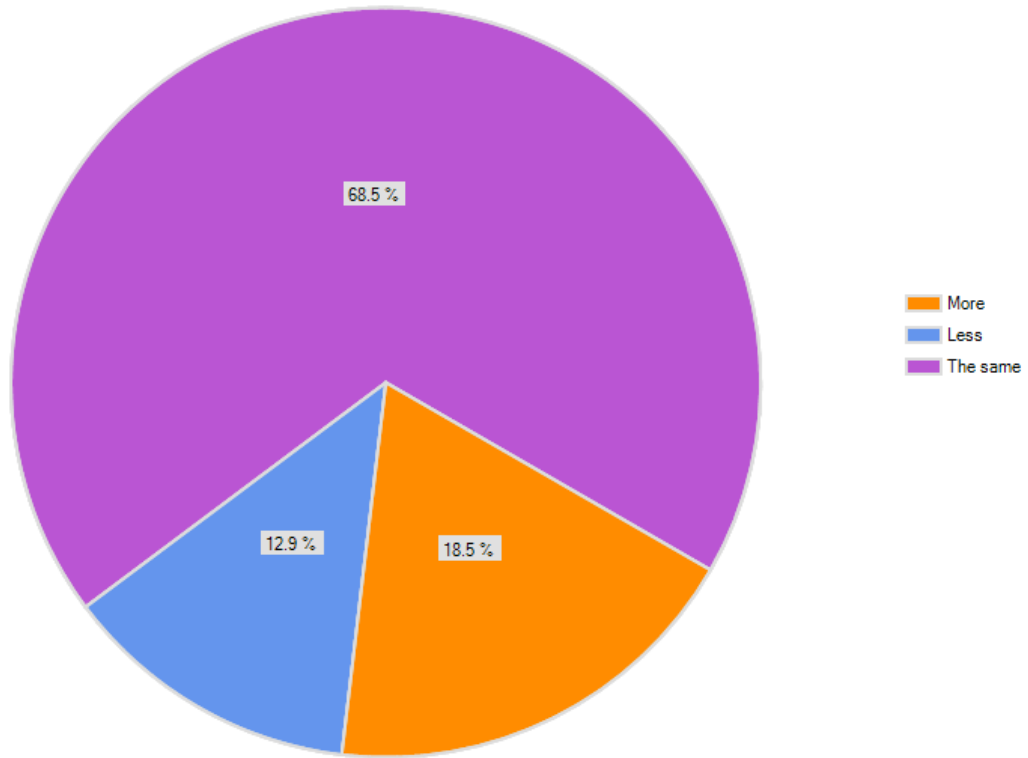
**4. Please select one answer about the anticipated or actual attendance of the meeting identified in Q3:**



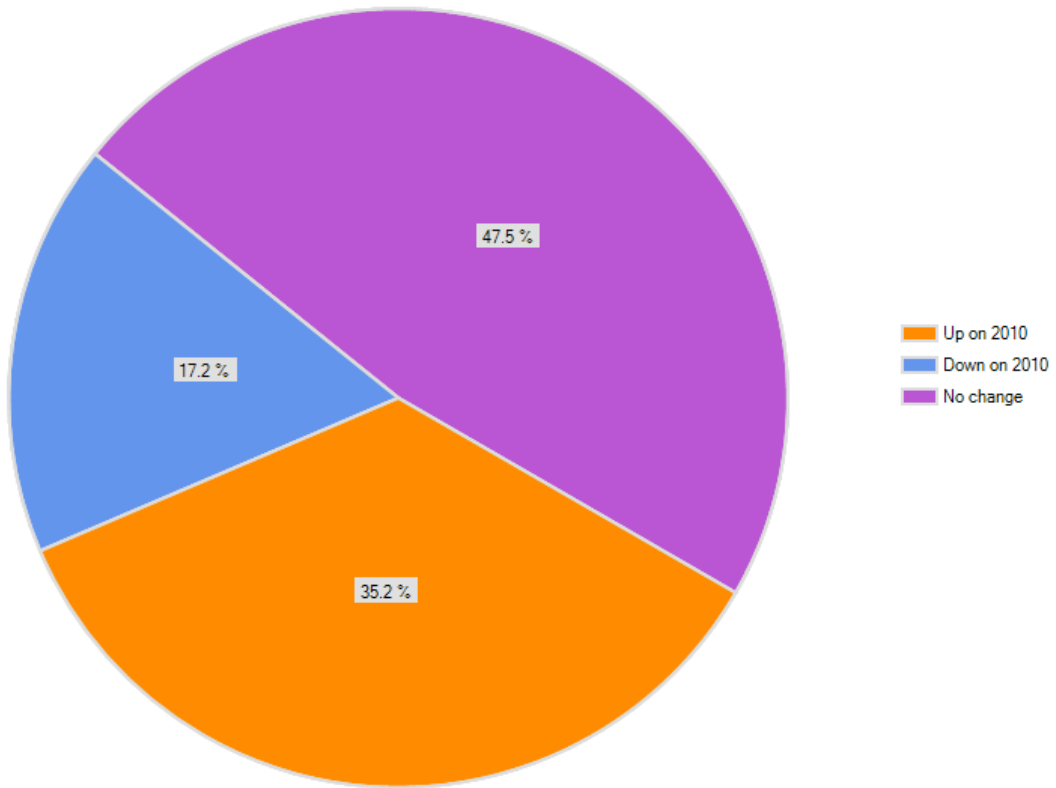
**5. Please select one answer about sponsorship and/or exhibition revenue relating to the meeting identified in Q3:**



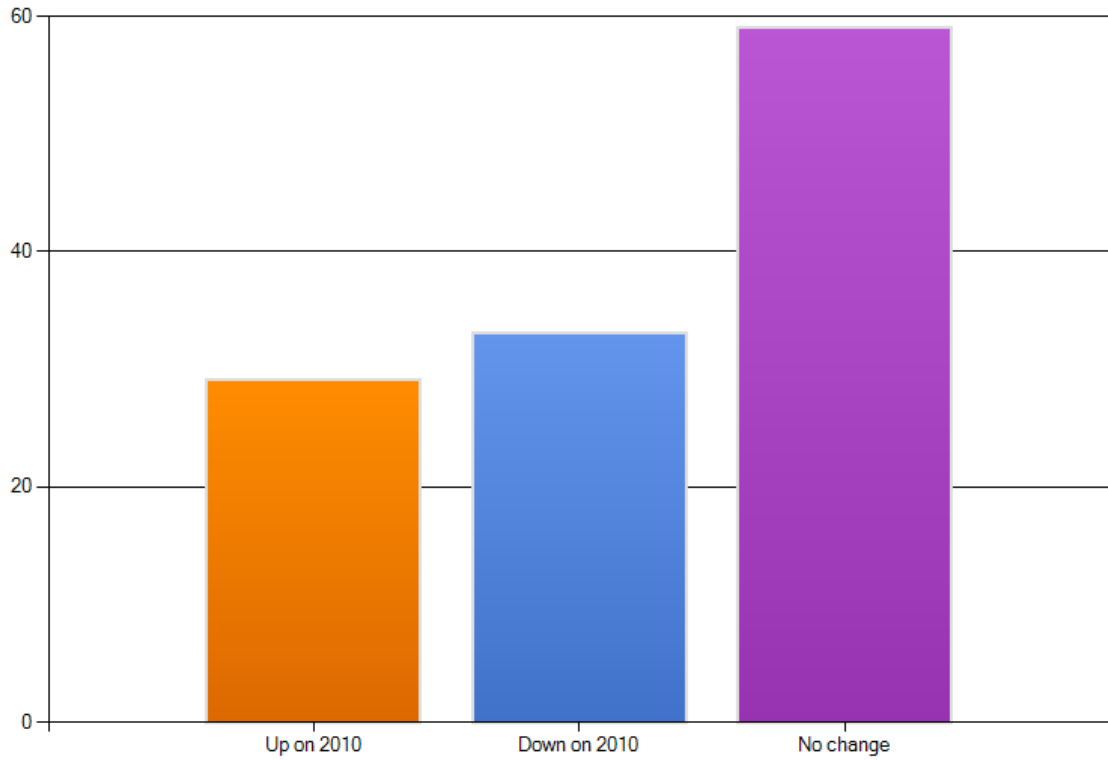
**6. Do you expect to hold more or less meetings in 2011 than you held in 2010?**



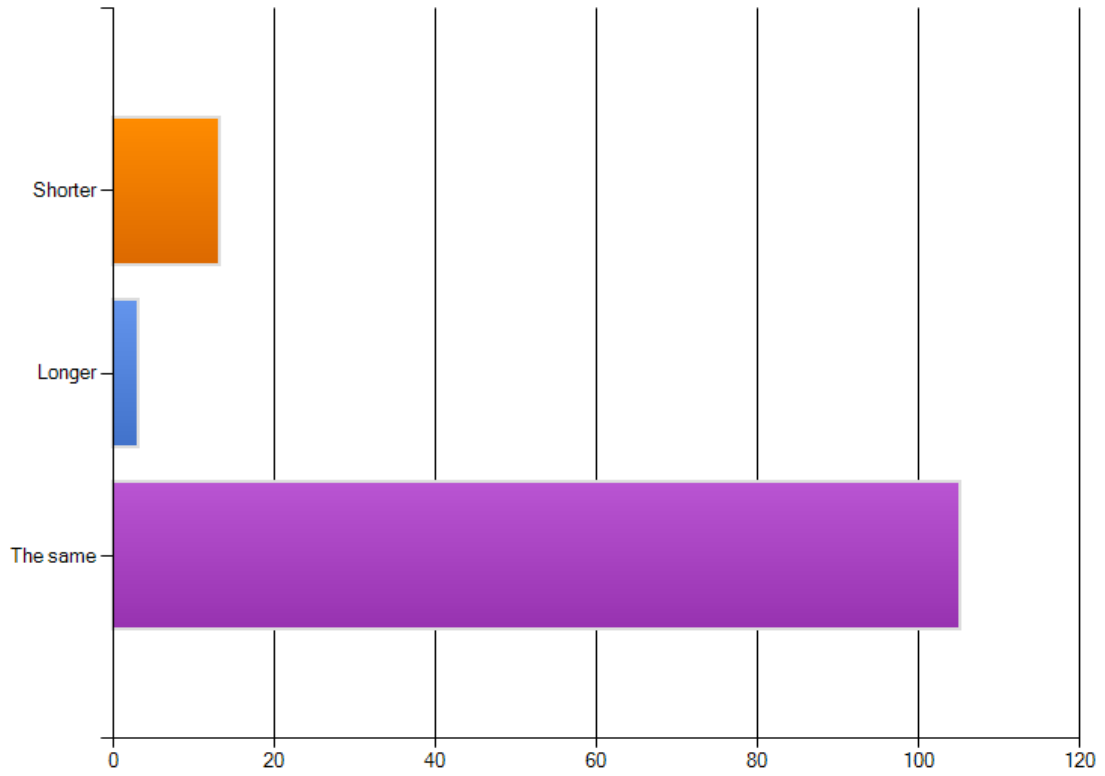
**7. Do you expect your attendance at your 2011 meetings to be:**



**8. Do you expect the overall costs at the destination - i.e. accommodation, transfers, speaker and social programme, etc - (forecast or actual) for delegates attending your meetings to be:**

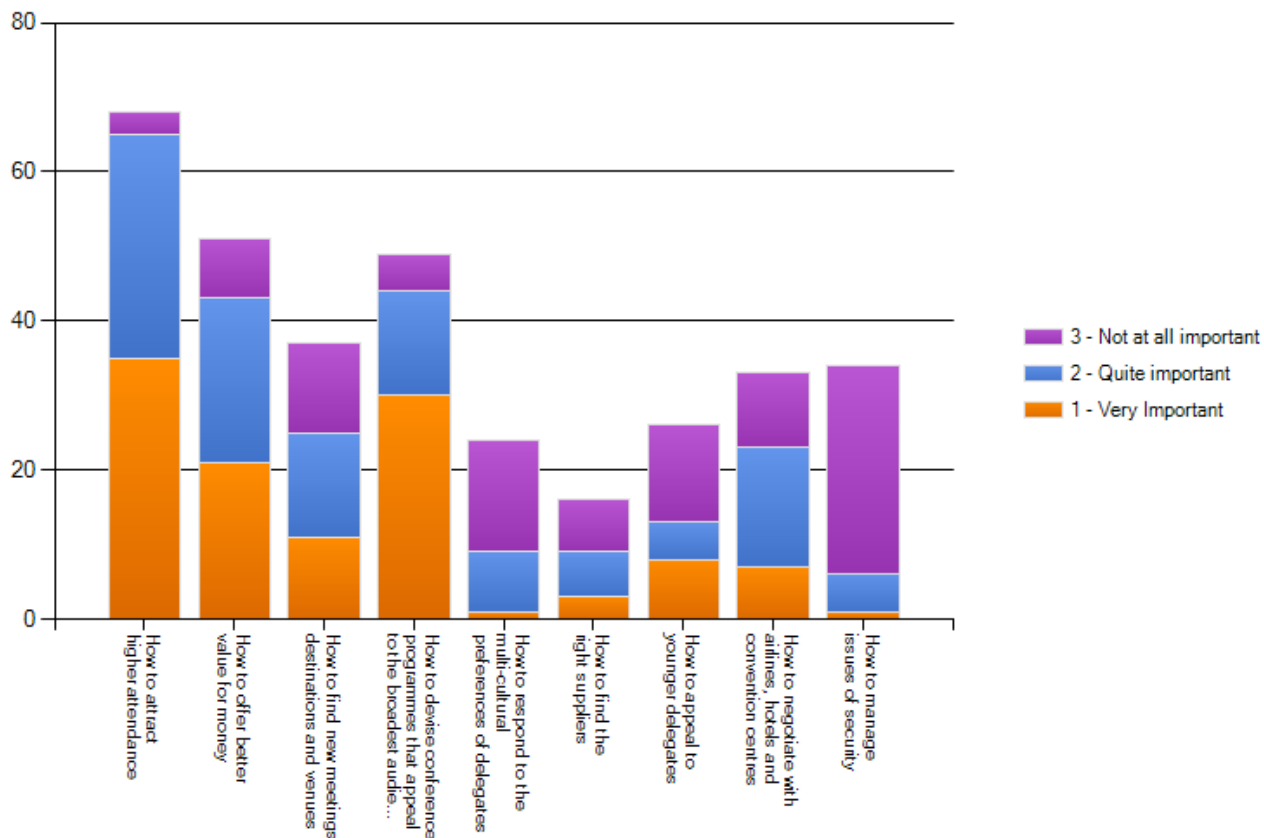


**9. Are your meetings in 2011 going to be of shorter or longer duration than in 2010?**

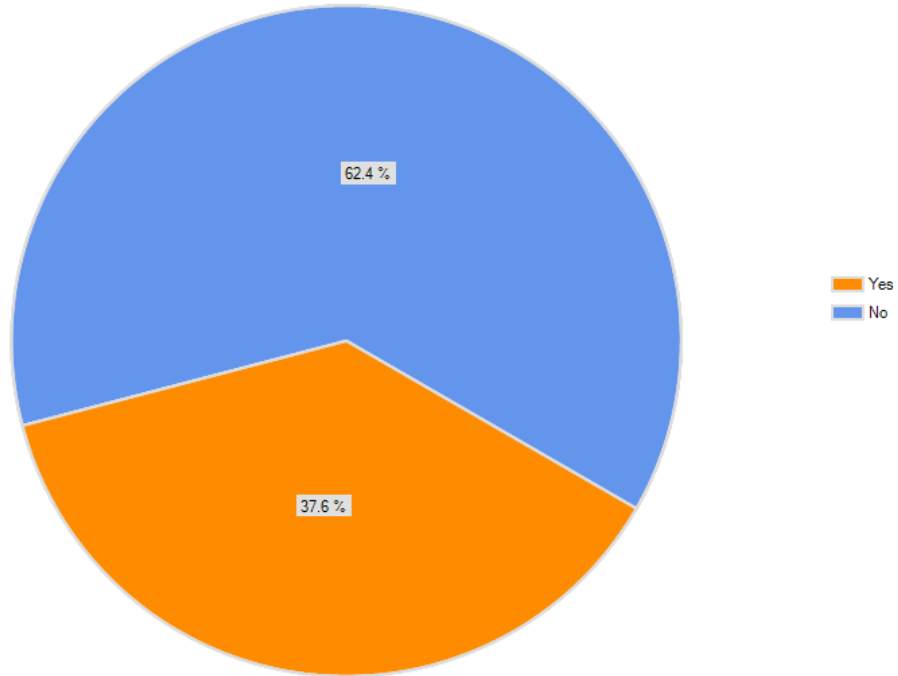


## Corporate social responsibility and long-term trends

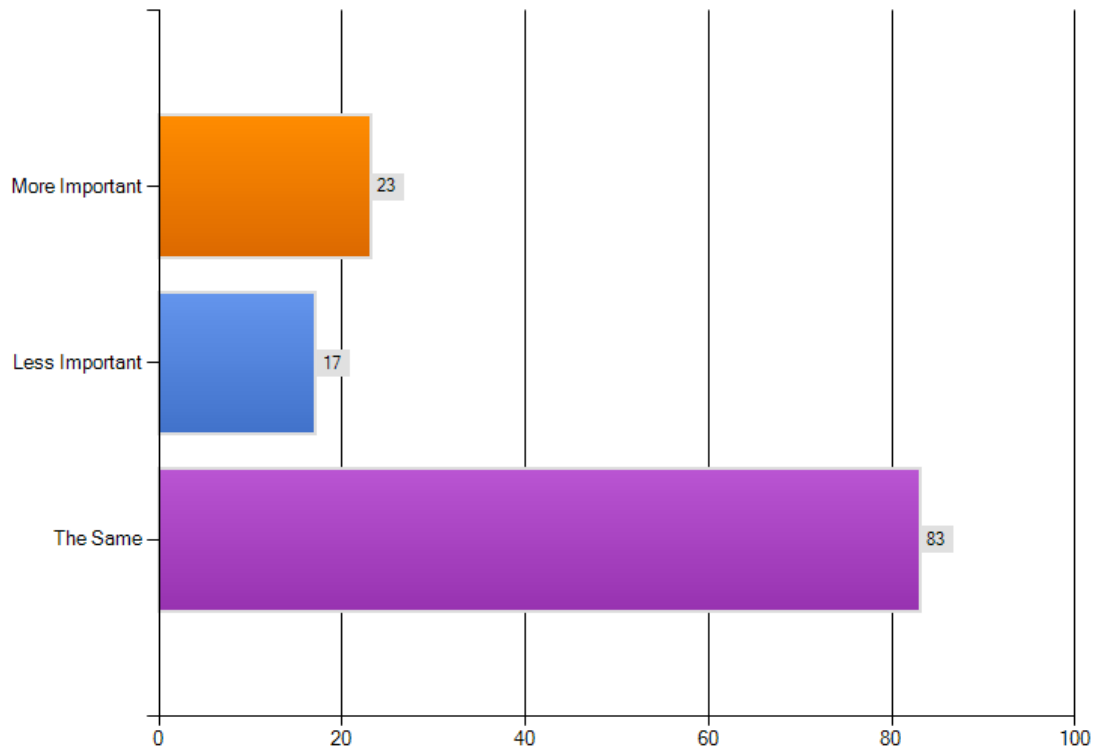
1. What factors are important to your meetings work? Please identify the 3 most important factors that affect your work, in order of importance, with (1) being very important and (3) not important at all



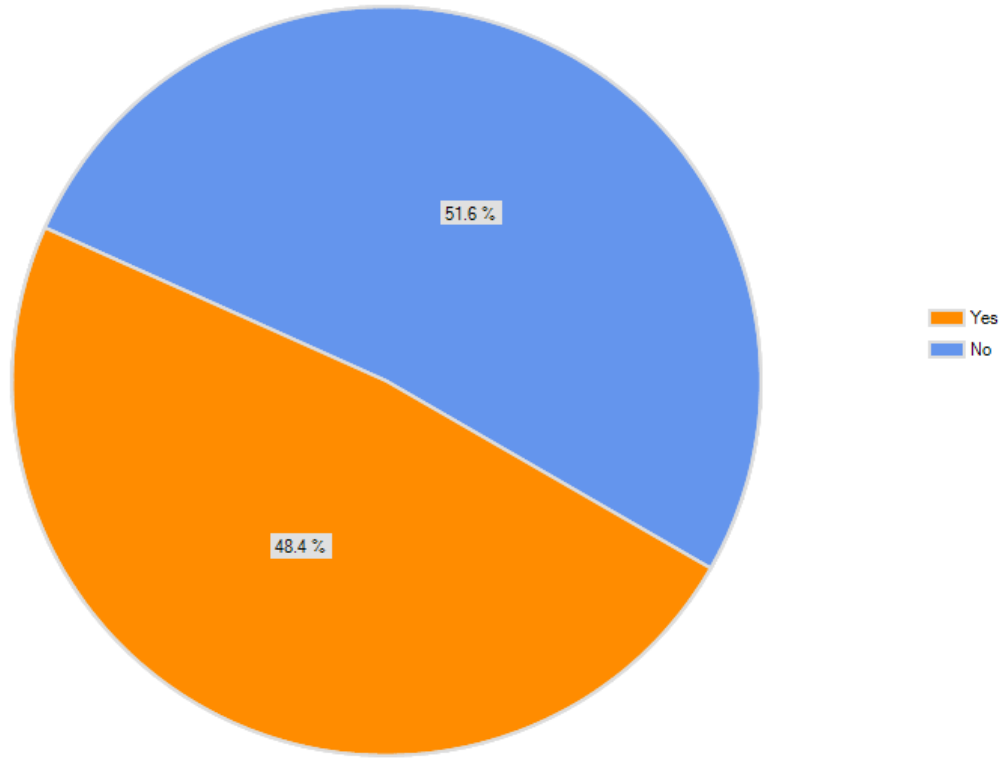
**2. Does your Association undertake any CSR programmes or socially-responsible activity?**



**3. Is the issue of climate change and carbon footprint more or less important in your meeting planning and destination choice?**



**4. Does public perception affect the way in which you plan meetings and choose destinations/venues at all?**



## ENDS