

YOUR 2017 NABA NATIONAL CONVENTION EXPERIENCE

SURVEY SAYS...

ATTENDEES



More than 2,250 professionals, students and partners traveled to New Orleans for the 2017 NABA National Convention & Expo.

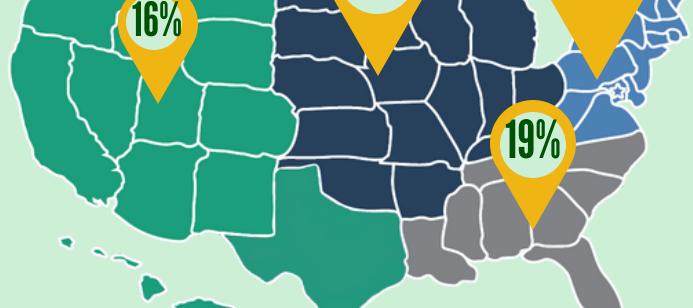
Male
45%



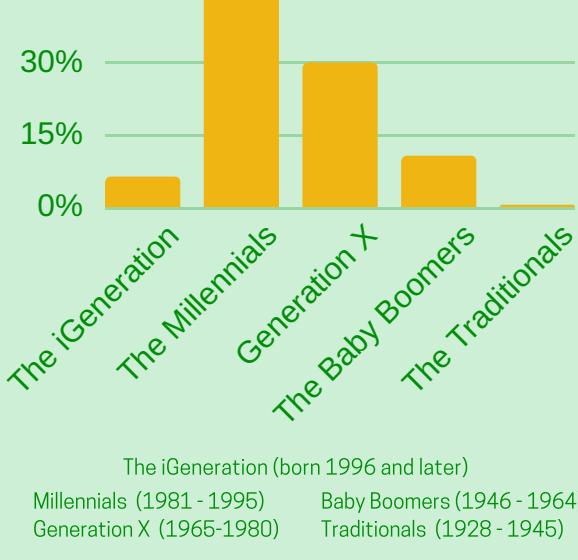
Female
55%



1 in 10 convention attendees was a college student.



The majority of Convention Attendees came from NABA's Eastern Region, followed by the Central, Southern and Western Regions.



The iGeneration (born 1996 and later)
Millennials (1981 - 1995) Baby Boomers (1946 - 1964)
Generation X (1965-1980) Traditionals (1928 - 1945)

99%

OVERALL SATISFACTION

98.6% of survey respondents reported being satisfied with their overall experience at the 2017 Convention. More than 40% were *Extremely Satisfied*.

ROI



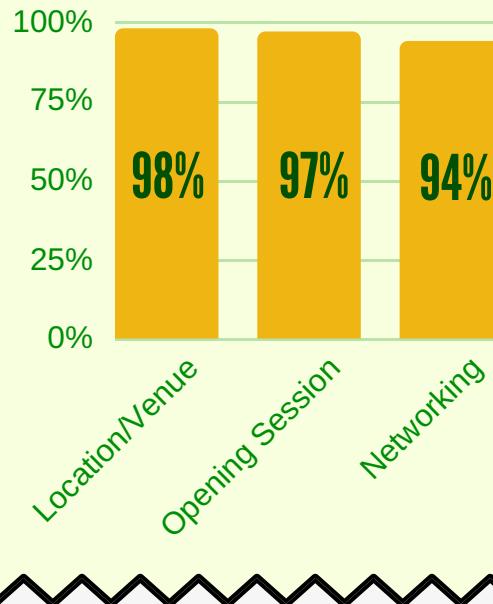
9.5 out of 10 survey respondents were satisfied with value they received for the financial investment. Over 30% were *Extremely Satisfied*.

BACK IN THE FUTURE

98%

98.3% of survey respondents are planning or intending to return for the 2018 NABA National Convention & Expo in Orlando, FL. Nearly 40% were *Extremely committed* to attending.

ATTENDEE FAVORITES



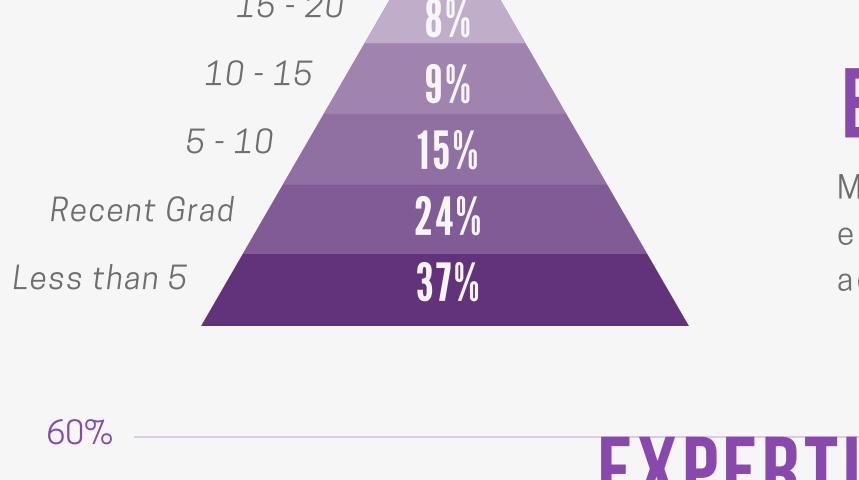
"It was an extraordinary experience for me to attend the national convention for the first time. I can say with certainty that I reaped all the benefits of this conference that I had hoped to. I interviewed with an amazing firm that I desire to work for, attended sessions that were very informative, networked with professionals and members from several states and received a scholarship. I hope to be back in Orlando for the next National Convention."

- Jodeen Shillingford, Student,
Grambling State University

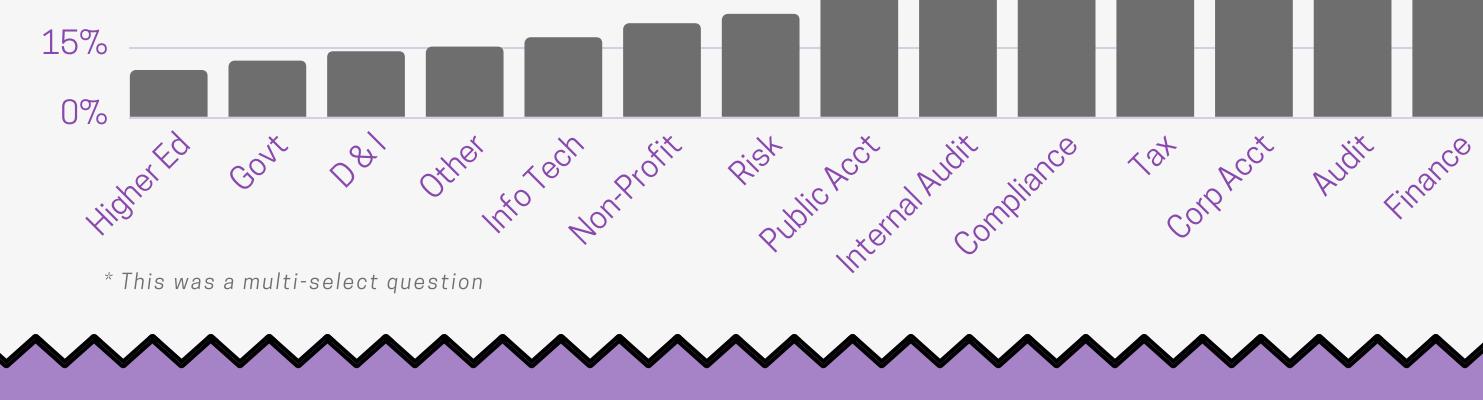
ACTIVE JOB SEEKERS



43.2% of attendees entered their resumes into the resume database to seek interviews with Corporate Partners.



More than half of the attendees who entered the resume database have advanced degrees.



* This was a multi-select question

WORK IN PROGRESS

Attendees Speak - We Listen



Breaks



Food



Noise



Help

TOP 4 FEEDBACK AREAS



BREAKS - attendees need more time between sessions to locate bathrooms, sessions and food.



FOOD - given the tight schedule, attendees need quicker access to food between sessions and better variety.



DISRUPTIVE NOISE - sound quality and attendee chatter during signature events made it difficult for others to hear. Shhhh!



HELP - with more than 40% of attendees being first-timers, a "how-to" for doing Convention was a frequent suggestion.



For over forty-seven years, the National Association of Black Accountants has empowered black accounting and finance professionals to step up and stand out as strong performers in organizations - leading effectiveness, driving efficiency and fostering innovation to growing businesses. Our vision is to ensure a seat at the table so that black accounting and finance professionals have unlimited opportunities for development, growth and advancement. More about NABA at www.nabainc.org.