

YOUR 2017 NABA
NATIONAL CONVENTION
EXPERIENCE

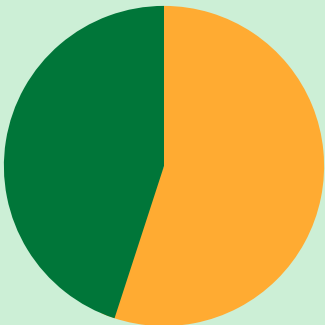
SURVEY
? SAYS...

ATTENDEES

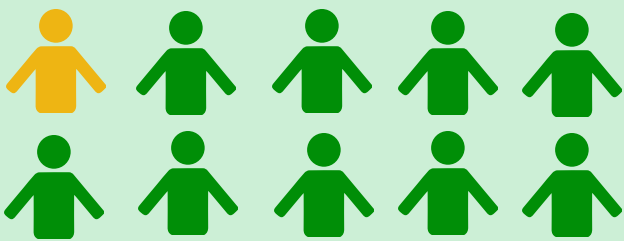


More than 2,250 professionals, students and partners traveled to New Orleans for the 2017 NABA National Convention & Expo.

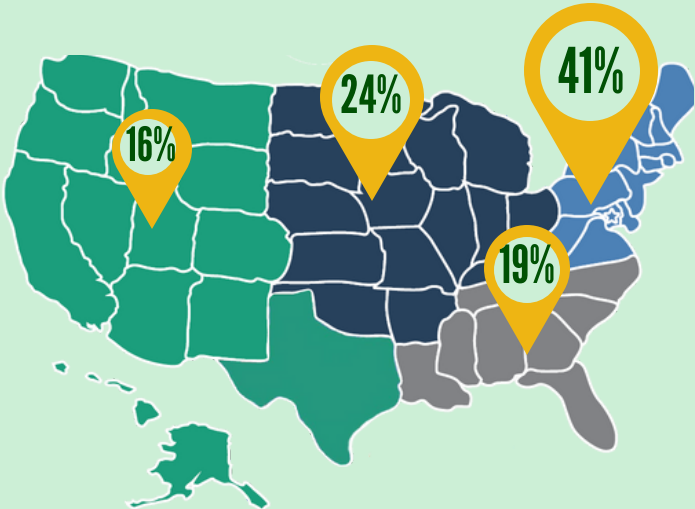
Male
45%



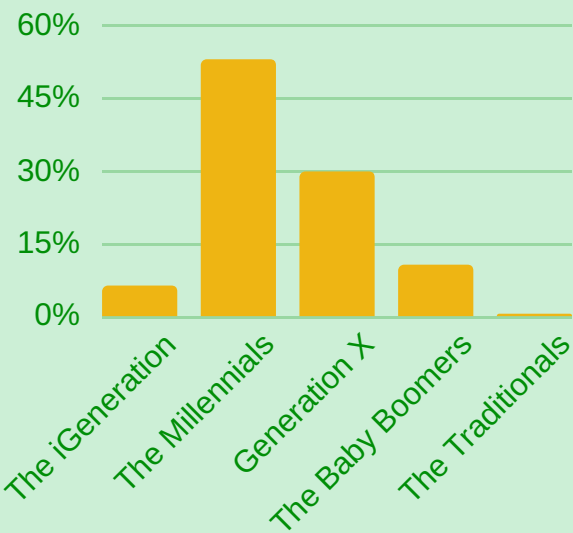
Female
55%



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)
Generation X (1965-1980)
Baby Boomers (1946 - 1964)
Traditionals (1928 - 1945)



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

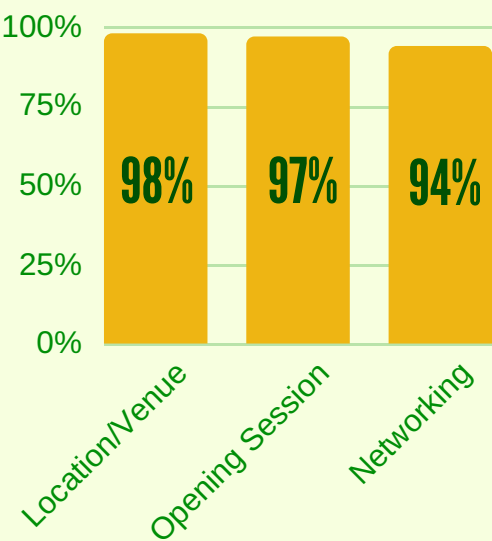
9.5 out of 10 survey respondents were satisfied with value they received for the financial investment. Over 30% were *Extremely Satisfied*.

BACK IN THE FUTURE



98.3% 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."

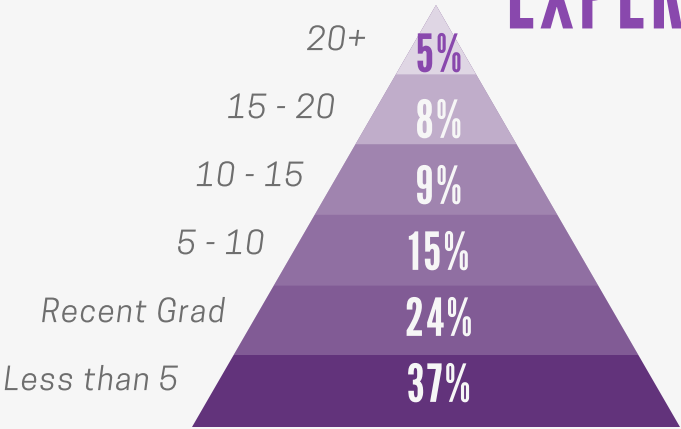
- Jodeen Shillingford, Student,
Grambling State University

ACTIVE JOB SEEKERS



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

EXPERIENCE

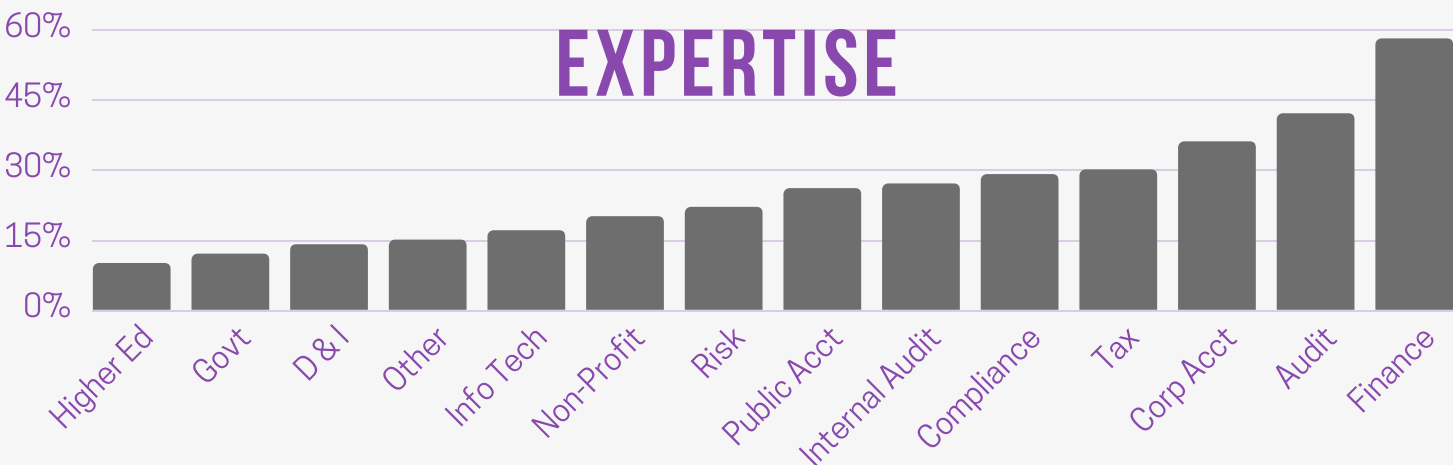


EDUCATION

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



EXPERTISE



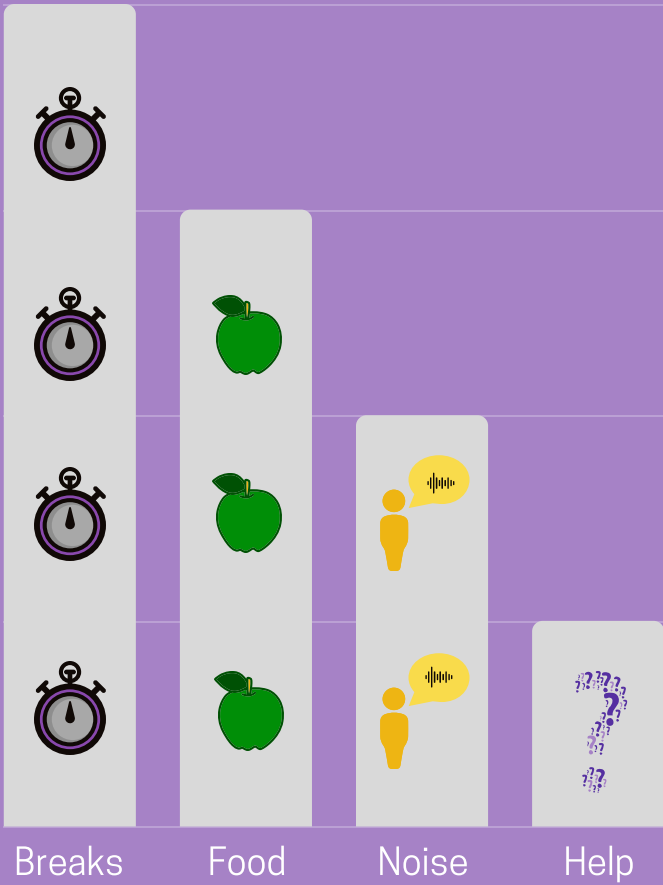
* This was a multi-select question

WORK IN PROGRESS

Attendees Speak - We Listen



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.