

SOCIETY OF
SENSORY
PROFESSIONALS

SSP 2014 Conference

Survey Results
November 2014

Tucson, AZ
El Conquistador
September 17-19, 2014



**The SSP Executive Committee and the
2014 Conference Committee are pleased
to share the results of the 2014
Conference Survey**

Once again, the conference was very well received

Thank you to everyone who attended and all who
made the conference possible

Thanks to all who answered the conference survey to help SSP continue to bring great
content to its membership

The conference received the following topline positive responses:

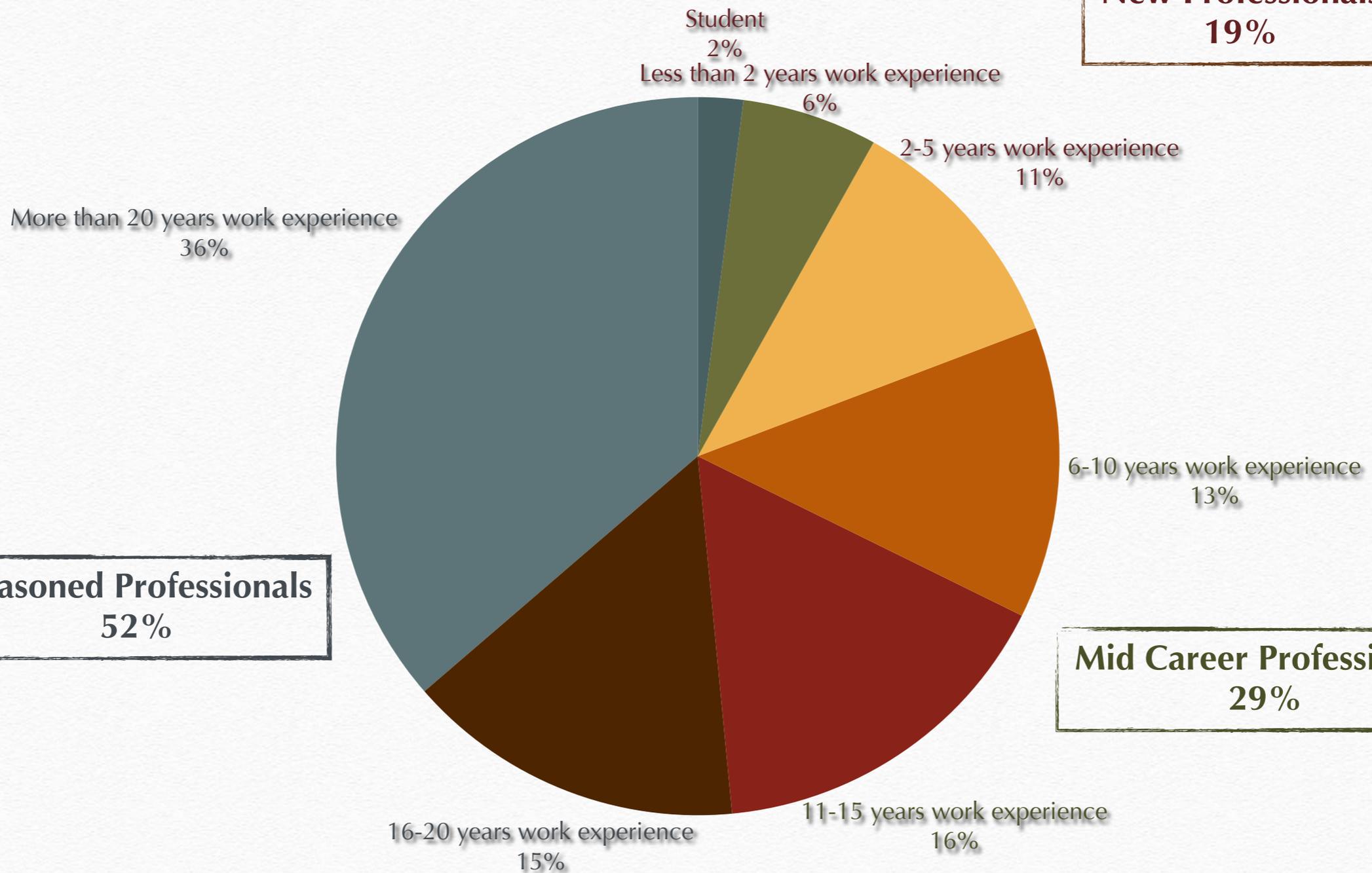
- ❖ 7.6 out of 9 overall
- ❖ Met or exceeded the expectations of 93% of attendees
- ❖ Gala received top rating - 8.2 out of 9
- ❖ Networking, Ad Claims Workshop and Speed Posters were the other highlights

Attendee Profile

New Professionals
19%

Seasoned Professionals
52%

Mid Career Professionals
29%



Average of responders over all 3 days

The conference was well liked overall

New Professionals
Overall - 7.5

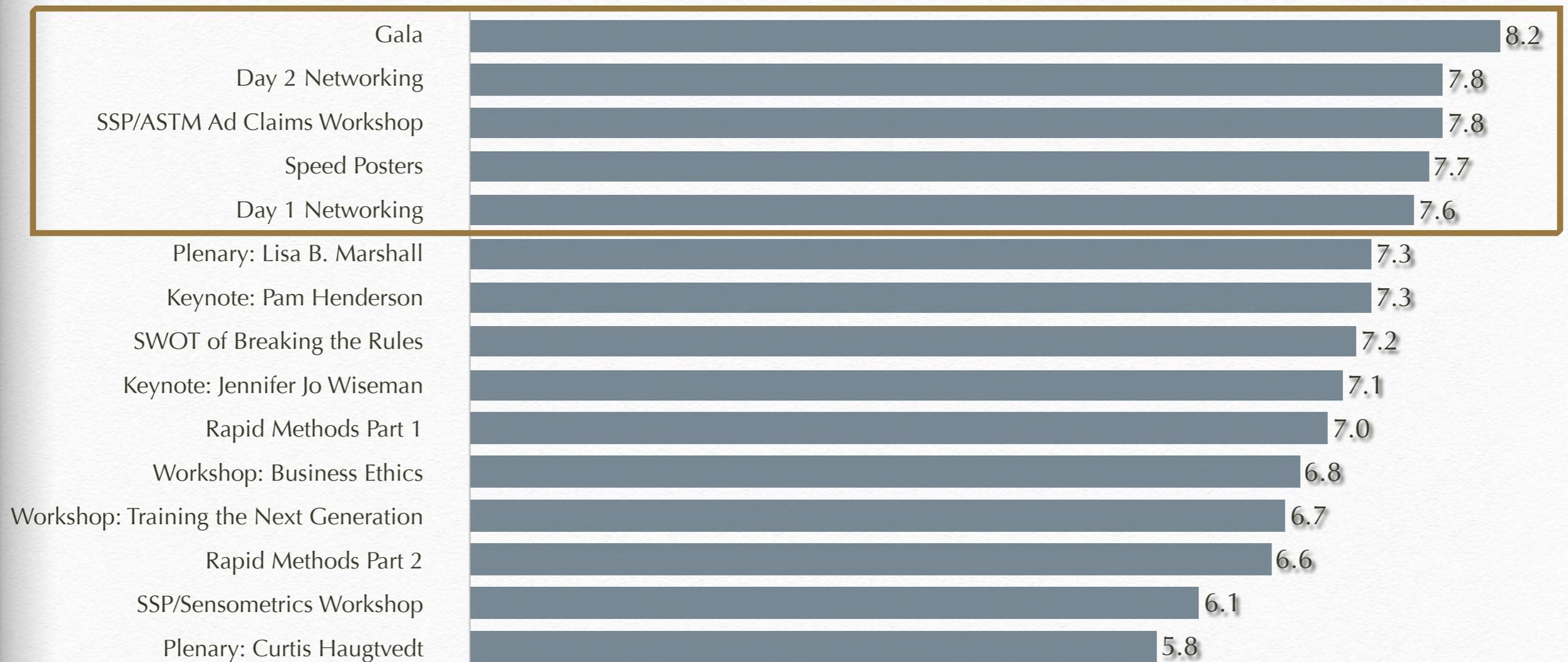
Seasoned Professionals
Overall - 7.6

Mid Career Professionals
Overall - 7.7



SSP 2012 - 7.0

Gala, Networking, Ad Claims & Speed Posters liked the most!



Average on 9pt Liking scale

New Professionals

- Networking and Ethics liked the most
- All met or exceeded expectations except Sensometrics
- Sensometrics most relevant, followed by Networking

Day 1

Seasoned Professionals

- Ad Claims and Networking liked the most
- All met or exceeded expectations except Sensometrics
- Ad Claims and Networking most relevant

Mid Career Professionals

- Ethics, Ad Claims and Networking liked the most
- All met or exceeded expectations except Sensometrics
- Networking and Ethics most relevant

	Well Liked	Met/Exceeded Expectations	Extremely Relevant
SSP/ASTM Ad Claims Workshop	✓	✓	
Networking Opportunities	✓	✓	✓
Keynote: Pam Henderson Opportunity Thinking	✓	✓	
Business Ethics and the Sensory Professional		✓	
SSP/Sensometrics Workshop Design/Analysis/Interpretation			

Seasoned Professionals

Positive



The Ad Claims Workshop highlighted Day 1

Negative

The Sensometrics Workshop was the focus of the negative comments for Day 1



Day 2

New Professionals

- Liked all except Plenary
- All met or exceeded expectations except Training the Next Generation and Plenary
- Gala and Networking most relevant

Seasoned Professionals

- Gala and Speed Posters liked the most
- Speed Posters, Networking, Gala and Rapid Methods Part I met or exceeded expectations
- Networking most relevant

Mid Career Professionals

- Gala, Networking and SWOT liked the most
- All met or exceeded expectations except Training the Next Generation and Plenary
- Networking and Gala most relevant

	Well Liked	Met/Exceeded Expectations	Extremely Relevant
Gala	✓	✓	✓
Networking Opportunities	✓	✓	✓
Speed Posters	✓	✓	
SWOT of Breaking the Rules	✓	✓	
Rapid Methods Part 1	✓	✓	
Training the Next Generation			
Rapid Methods Part 2			
Plenary: Curtis Haugtvedt Consumer Psychology			

Day 3

New Professionals

- Keynote not well liked
- Plenary met or exceeded expectations
- Plenary was most relevant

Mid Career Professionals

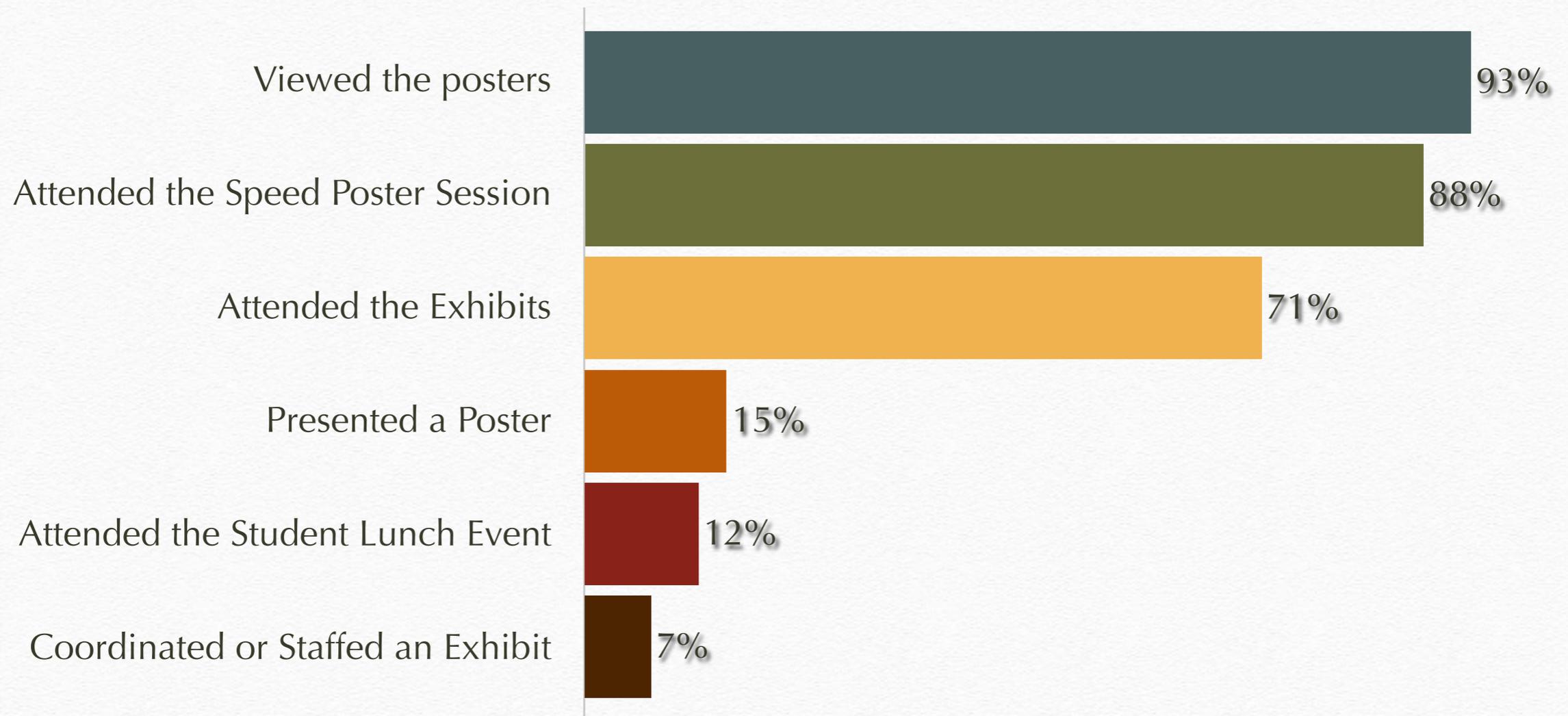
- Both Plenary and Keynote well liked
- Neither quite met or exceeded expectations
- Both were relevant

Seasoned Professionals

- Both Plenary and Keynote well liked
- Neither quite met or exceeded expectations
- Both were relevant

	Well Liked	Met/Exceeded Expectations	Extremely Relevant
Plenary: Lisa B Marshall Get What You Want	✓		✓
Keynote: Jennifer Jo Wiseman Sensory Thinking	✓		

Network Event Participation



% indicated participation

A job well done!

- ❖ Overall, I thought the conference was fantastic and I can't wait for the next one! Thanks!
- ❖ To the Conference organizers: thanks for your hard work in making an interesting conference. It was well worth the investment.
- ❖ It was great--- thank you for the hard work. That was such a lovely lovely gala!!!!!!
- ❖ The meeting was beautifully planned and run.
- ❖ A big thanks to all the folks who spent many many hours of time and energy to make this happen!
- ❖ Keep up the good work!
- ❖ Excellent speakers, positive vibe, time to visit with friends and network with others
- ❖ This was my first SSP conference and I am very glad I decided to attend. The presentations were mostly good (a few excellent, a couple meh), lots of great contacts and friends were met, and I went back home with great new ideas on things to implement. The conference location was interesting and comfortable, but isolated from the city. Looking forward to the next one.
- ❖ To be truthful my expectations for SSP were very low, and this meeting was darn good so my expectations were exceeded. Liked it because it was the right size to network, to hear the bulk of the sessions, and content was a good mixture of professional and scientific issues. Attendance spanned the sensory community - unlike many other sensory meetings - academics, students, vendors, industry - and was small enough and structured so i felt truly like I was connected with the sensory community and profession. Well done organizers!

