

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

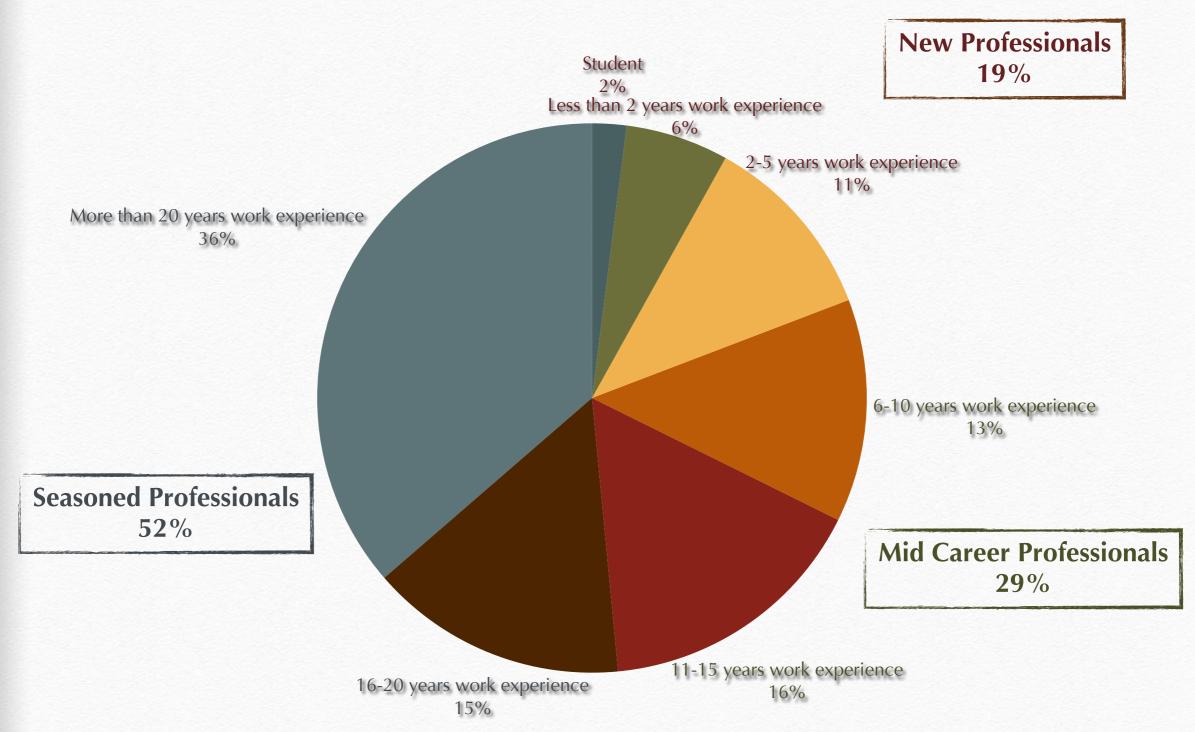
Thank you to everyone who attended and all who made the conference possible

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



The conference was well liked overall

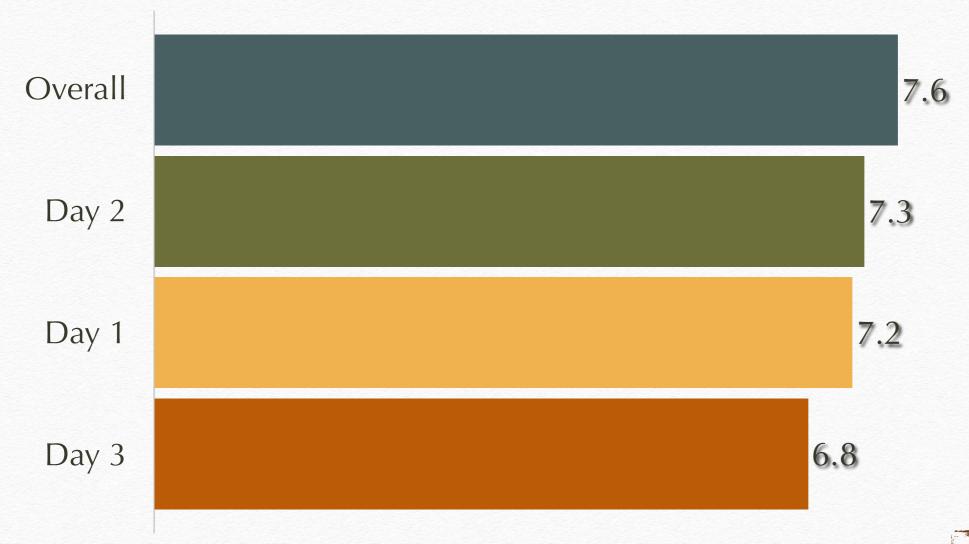
New Professionals
Overall - 7.5

Seasoned Professionals

Overall - 7.6

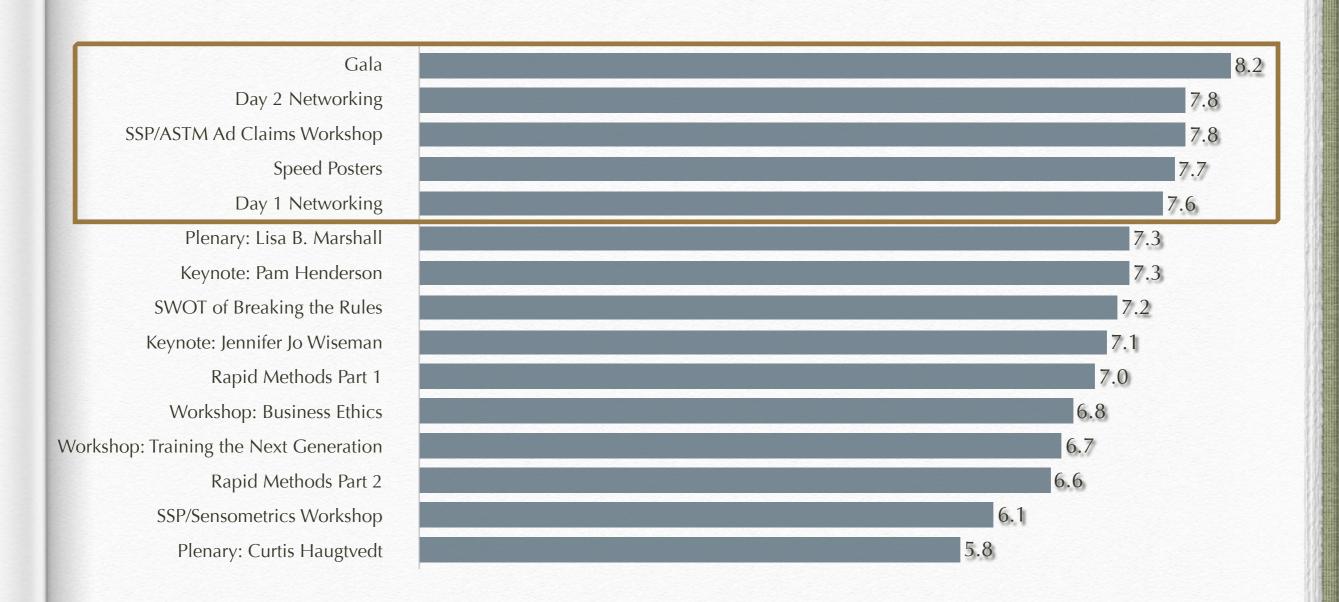
Mid Career Professionals

Overall - 7.7



SSP 2012 - 7.0

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



- 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 | | | |

Positive



Ad Claims, Keynote and Sensometrics highlights of Day 1

Negative

Lack of food in morning, feeling rushed and irritants within the workshops (no printed slides, basic topics) were noted negatives on Day 1



Mid Career Professionals





Ad Claims, Speakers and Networking highlights of Day 1

Negative

Sensometrics too basic and several personal complaints (no breakfast, slide layout, speaker style) were the main negatives on Day 1



Seasoned Professionals

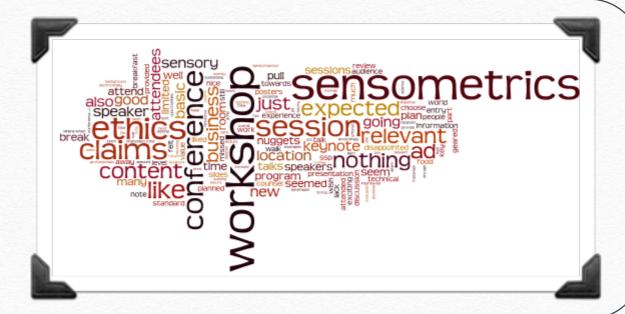
Positive



The Ad Claims Workshop highlighted Day 1

Negative

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



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

Day 2

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 | | | |

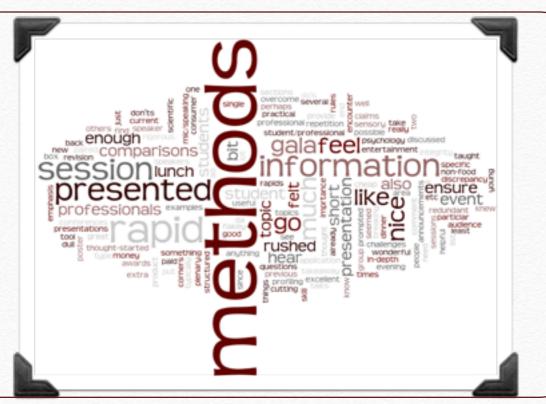
Positive



Speed Posters, SWOT open forum and the Gala were highlights of Day 2

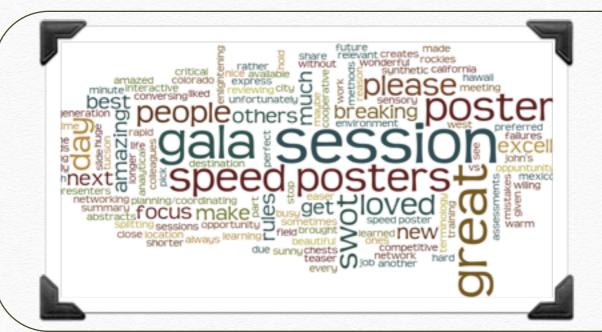
Negative

Repetition in Rapid Methods session was the most noted negative on Day 2



Mid Career Professionals





Speed Posters and the Gala highlights of Day 2

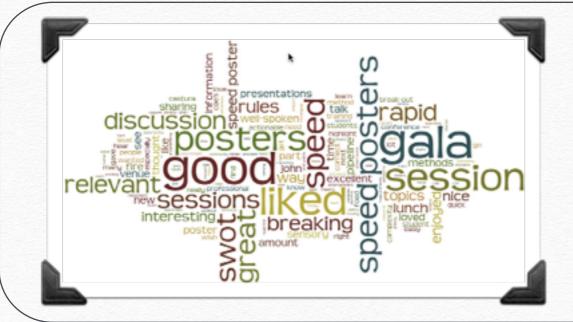
Negative

The Psychology session was the main negative on Day 2



Seasoned Professionals

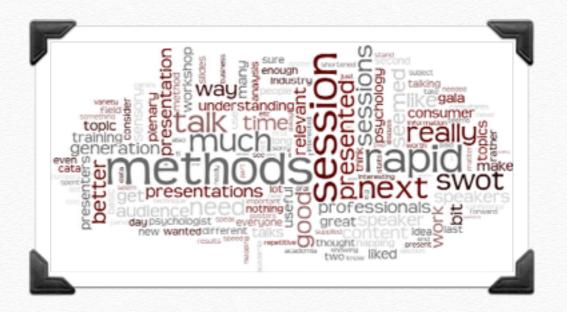
Positive



The Speed Posters, Gala, Rapid Methods and SWOT were all highlights on Day 2

Negative

The Psychology session, repetition in Rapid Method sessions and academic bias of Next Generation were mentioned as negatives for Day 2



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

Day 3

Seasoned Professionals

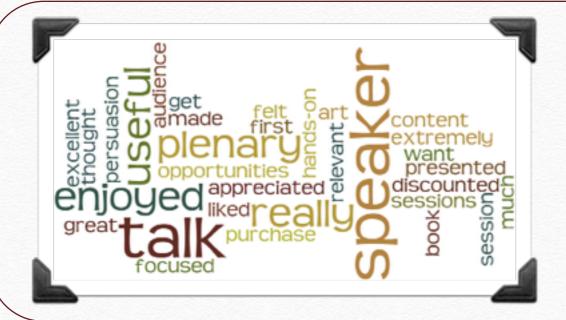
- Both Plenary and Keynote well liked
- Neither quite met or exceeded expectations
- Both were relevant

Mid Career 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 | | | |

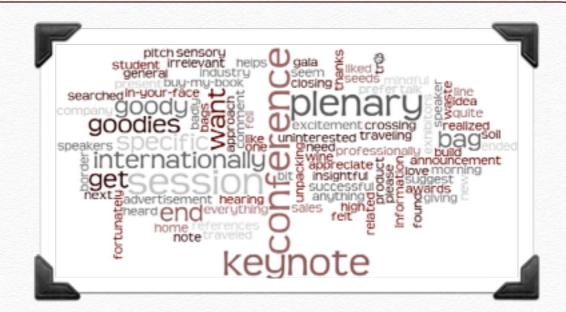
Positive



The Plenary Speaker (Lisa B Marshall) was the highlight of Day 3

Negative

General disconnect with both speakers was noted as a negative on Day 3



Mid Career Professionals

Positive



Liking of both speakers and general conference comments were noted on Day 3

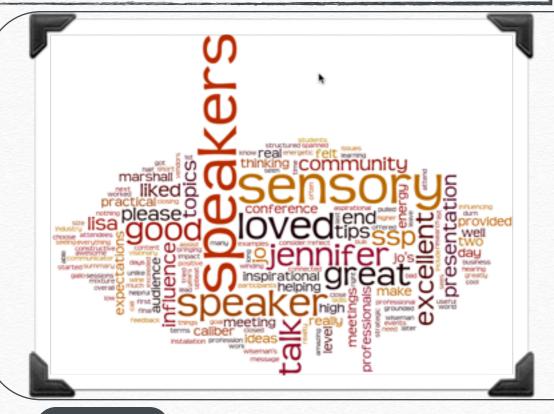
Negative

The plenary speaker's sales pitch was the main negative on Day 3



Seasoned Professionals

Positive



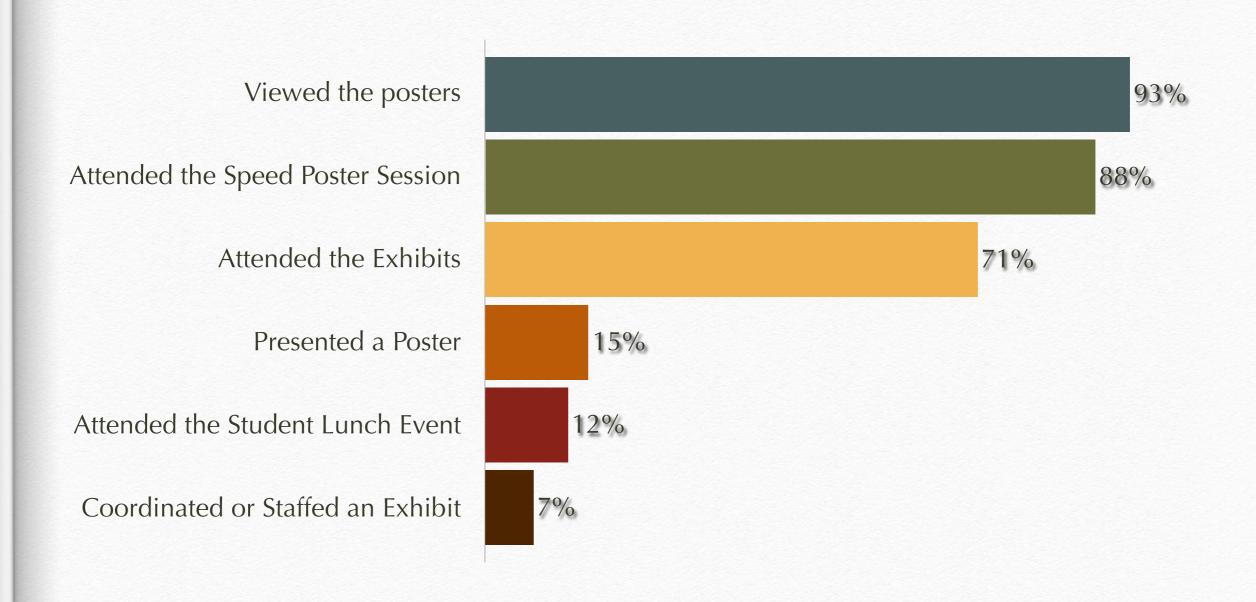
Both closing speakers were highlights on Day 3

Negative

Having to leave early and missing everything and the sales pitch from the first speaker were the main negatives for Day 3



Network Event 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 durn 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!

