

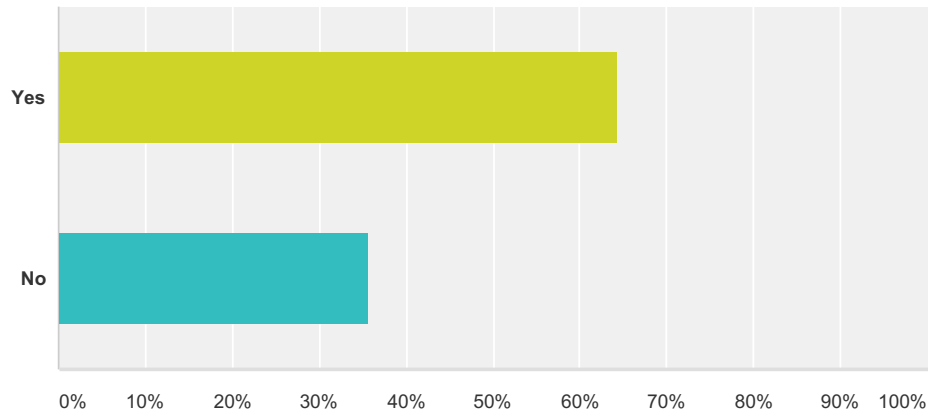
Q1 Organization Name

Answered: 14 Skipped: 0

#	Responses	Date
1	AAAAI	6/10/2016 12:29 PM
2	AMIA	6/10/2016 10:11 AM
3	ASCP	6/10/2016 10:01 AM
4	A	6/10/2016 9:49 AM
5	Society of Interventional Radiology	6/10/2016 9:49 AM
6	American Society of Hematology	6/9/2016 2:20 AM
7	SIR	6/7/2016 2:02 PM
8	American College of Medical Genetics and Genomics	6/6/2016 3:39 PM
9	American College of Occupational and Environmental Medicine	6/6/2016 1:06 PM
10	ASCO	6/6/2016 11:23 AM
11	American College of Obstetricians and Gynecologists	6/6/2016 10:35 AM
12	American Society to Hematology	6/6/2016 9:16 AM
13	American Academy of Otolaryngology-Head and Neck Surgery	6/6/2016 9:09 AM
14	American Society of Plastic Surgeons	6/6/2016 8:41 AM

Q2 Do you offer any online webcast product for your annual meeting content?

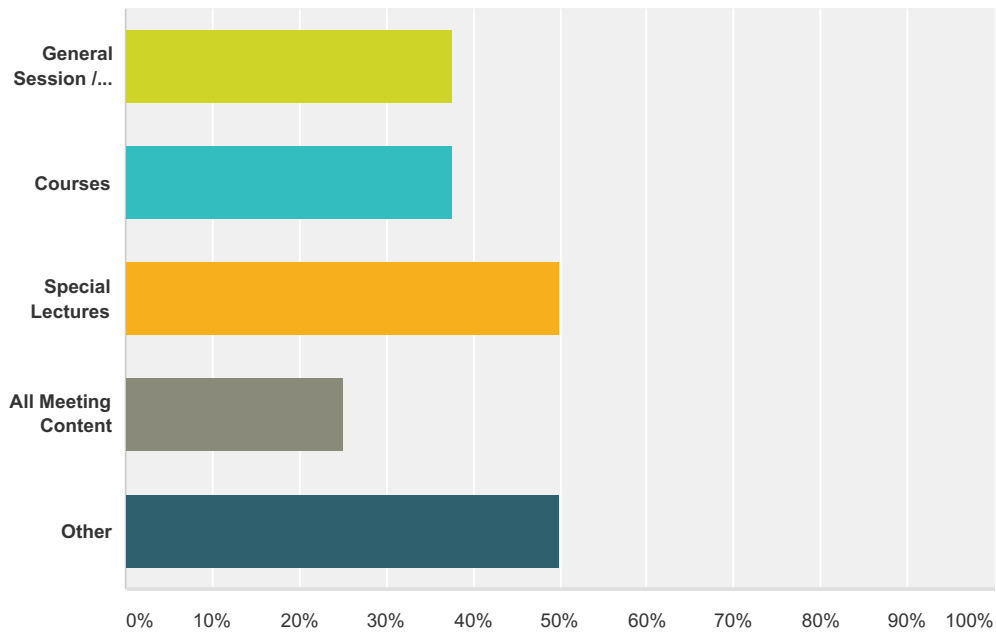
Answered: 14 Skipped: 0



Answer Choices	Responses
Yes	64.29% 9
No	35.71% 5
Total	14

Q3 What content do you capture? check all that apply

Answered: 8 Skipped: 6

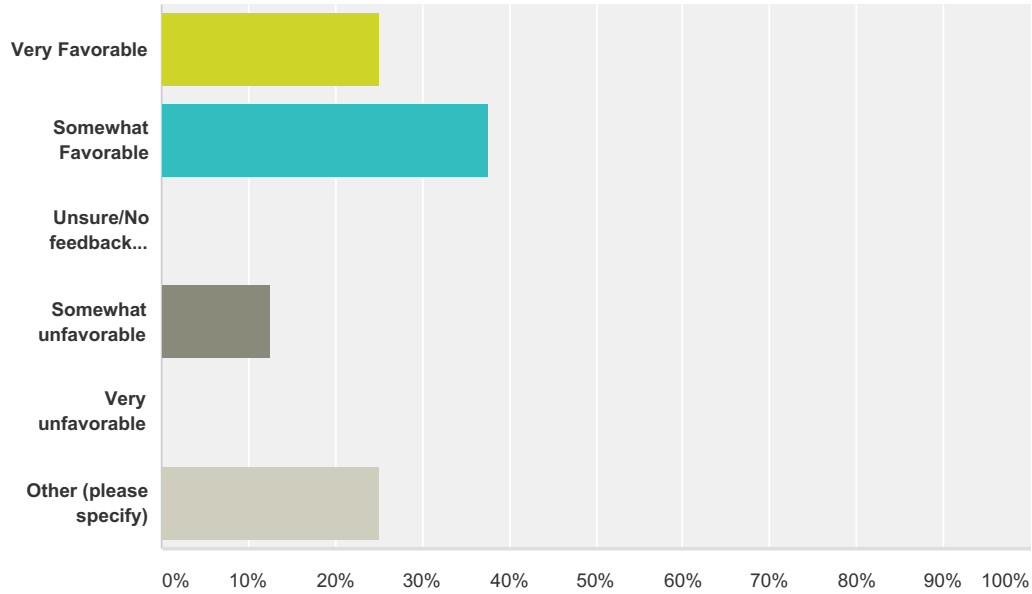


Answer Choices	Responses
General Session / Plenary	37.50% 3
Courses	37.50% 3
Special Lectures	50.00% 4
All Meeting Content	25.00% 2
Other	50.00% 4
Total Respondents: 8	

#	Other	Date
1	We capture most of our didactic sessions - lectures, panel discussions, Q&A session	6/10/2016 12:36 PM
2	Almost all meeting content. Exceptions for oral abstracts and other original scientific content.	6/9/2016 10:24 AM
3	All meeting content for CME	6/6/2016 3:45 PM
4	We capture everything except our ticketed Meet the Professor sessions.	6/6/2016 11:27 AM

Q4 Has your organization received favorable feedback on the online material/product?

Answered: 8 Skipped: 6

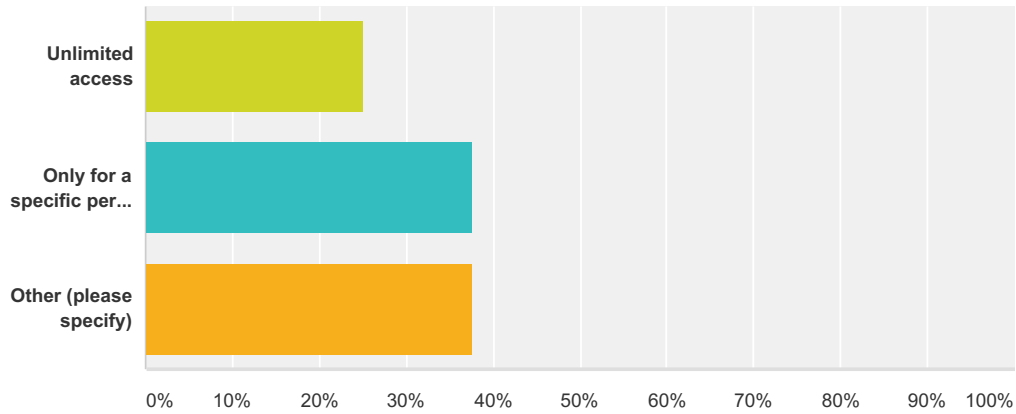


Answer Choices	Responses
Very Favorable	25.00% 2
Somewhat Favorable	37.50% 3
Unsure/No feedback received	0.00% 0
Somewhat unfavorable	12.50% 1
Very unfavorable	0.00% 0
Other (please specify)	25.00% 2
Total	8

#	Other (please specify)	Date
1	Good sales to individuals and industry reflect some happiness. Disappointment in audience about lack of oral abstract offering.	6/9/2016 10:24 AM
2	Just started--last month	6/6/2016 10:40 AM

Q5 Does your organization provide unlimited access to the video content or does it restrict access to a specific time period?

Answered: 8 Skipped: 6

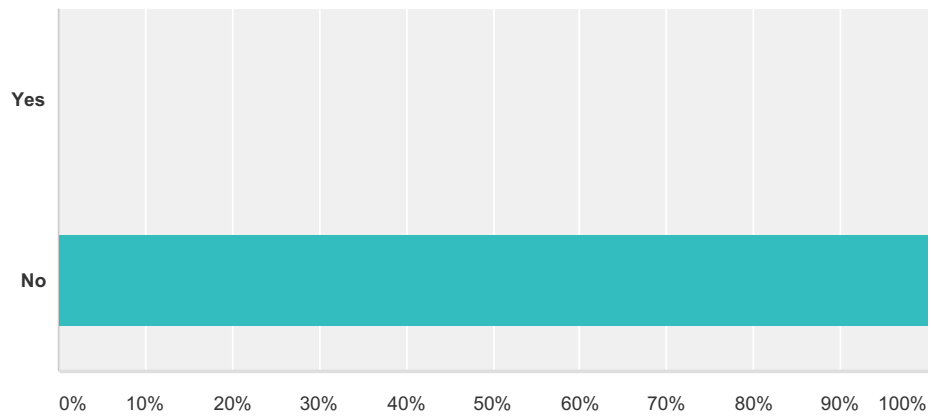


Answer Choices	Responses
Unlimited access	25.00% 2
Only for a specific period of time	37.50% 3
Other (please specify)	37.50% 3
Total	8

#	Other (please specify)	Date
1	We offer each product online for 2 years. We used to make them available in physical media too, and now provide download. This allows ongoing access to content.	6/10/2016 12:36 PM
2	Content available through website for up to 3 years following presentation.	6/9/2016 10:24 AM
3	3 years	6/6/2016 9:52 AM

Q6 Has the online product had a negative impact on live meeting registration?

Answered: 7 Skipped: 7

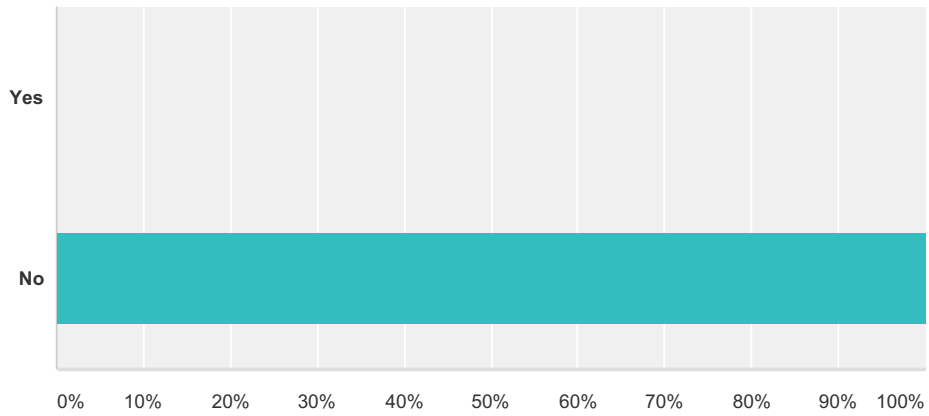


Answer Choices	Responses
Yes	0.00% 0
No	100.00% 7
Total	7

#	Other (please specify)	Date
1	just started---have not yet analyzed	6/6/2016 10:40 AM

Q7 Has the online product had a negative impact on live meeting revenue?

Answered: 8 Skipped: 6

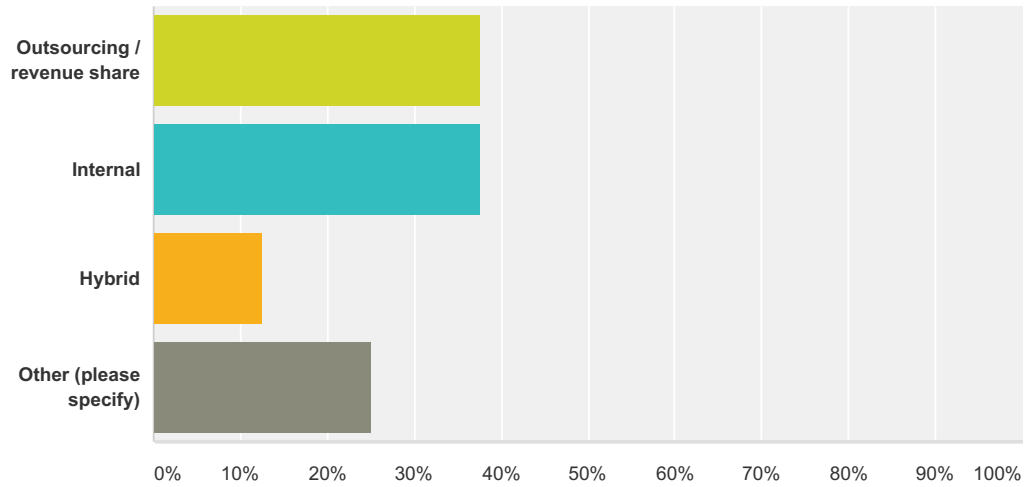


Answer Choices	Responses
Yes	0.00% 0
No	100.00% 8
Total	8

#	Other (please specify)	Date
1	Many of the purchasers are attendees of the live event.	6/10/2016 12:36 PM
2	see above	6/6/2016 10:40 AM

Q8 Are you outsourcing (revenue share) the development and maintenance of your Annual Meeting online product or is it maintained by your organization in-house?

Answered: 8 Skipped: 6



Answer Choices	Responses
Outsourcing / revenue share	37.50% 3
Internal	37.50% 3
Hybrid	12.50% 1
Other (please specify)	25.00% 2
Total Respondents: 8	

#	Other (please specify)	Date
1	We contract with our A/V vendor to produce and host the recordings.	6/10/2016 12:36 PM
2	Outsourced for a fee, not shared revenue.	6/9/2016 10:24 AM

Q9 How many hours of CME does your live meeting offer?

Answered: 7 Skipped: 7

#	Responses	Date
1	Typically around 40-45	6/10/2016 12:36 PM
2	31.5	6/10/2016 10:04 AM
3	30-35	6/10/2016 10:03 AM
4	35	6/9/2016 10:24 AM
5	30 plus	6/6/2016 3:45 PM
6	39.25	6/6/2016 11:27 AM
7	26	6/6/2016 9:52 AM

Q10 How many hours of CME does your online product offer?

Answered: 8 Skipped: 6

#	Responses	Date
1	Varies, depending on the number of sessions we capture and can prepare as enduring materials. But more than the live meeting.	6/10/2016 12:36 PM
2	15.5	6/10/2016 10:04 AM
3	1.5 per course (up to 10 separate courses)	6/10/2016 10:03 AM
4	0, not accredited	6/9/2016 10:24 AM
5	60 plus	6/6/2016 3:45 PM
6	0	6/6/2016 11:27 AM
7	0	6/6/2016 10:40 AM
8	100	6/6/2016 9:52 AM

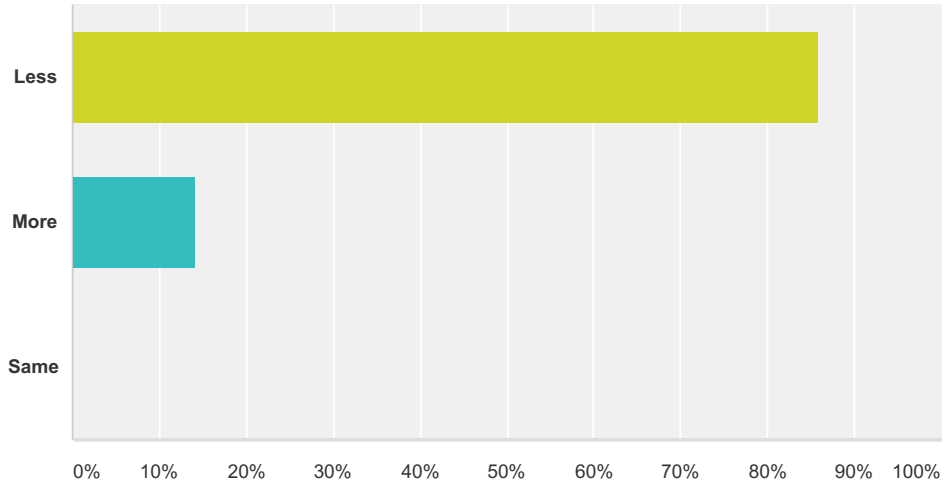
Q11 How many hours of content does your online product offer?

Answered: 8 Skipped: 6

#	Responses	Date
1	As much as 130-140 some years - we offer several recordings without credit	6/10/2016 12:36 PM
2	15.5	6/10/2016 10:04 AM
3	1.5 per course	6/10/2016 10:03 AM
4	More than 100.	6/9/2016 10:24 AM
5	60 plus	6/6/2016 3:45 PM
6	hundreds	6/6/2016 11:27 AM
7	0	6/6/2016 10:40 AM
8	125	6/6/2016 9:52 AM

Q12 Is the online product purchase price the same, less or more than registration to your annual meeting?

Answered: 7 Skipped: 7



Answer Choices	Responses	Count
Less	85.71%	6
More	14.29%	1
Same	0.00%	0
Total		7

Q13 What is the pricing of your online product for each of the following?

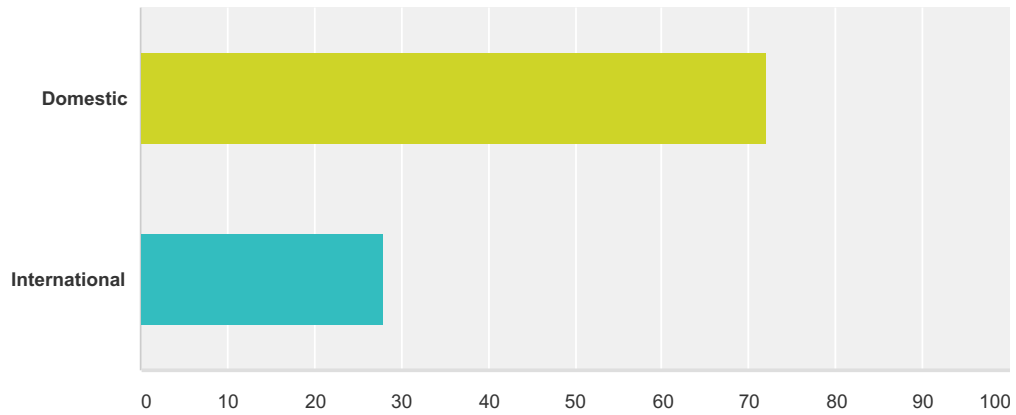
Answered: 7 Skipped: 7

Answer Choices	Responses
Attendees	100.00% 7
Non Attendees	100.00% 7

#	Attendees	Date
1	Varies member vs. non-member and timing before or after live event; as little as \$129	6/10/2016 12:36 PM
2	\$0	6/10/2016 10:04 AM
3	Varies	6/9/2016 10:24 AM
4	premeeting purchase \$50 less than post	6/6/2016 3:45 PM
5	0	6/6/2016 11:27 AM
6	included in registration	6/6/2016 10:40 AM
7	\$399	6/6/2016 9:52 AM
#	Non Attendees	Date
1	Same as above	6/10/2016 12:36 PM
2	\$0	6/10/2016 10:04 AM
3	Varies	6/9/2016 10:24 AM
4	same pricing as attendees	6/6/2016 3:45 PM
5	495	6/6/2016 11:27 AM
6	based on when ordered	6/6/2016 10:40 AM
7	\$499	6/6/2016 9:52 AM

Q14 What is the breakdown in attendance of your live meeting? (percentages must add to 100%)

Answered: 7 Skipped: 7



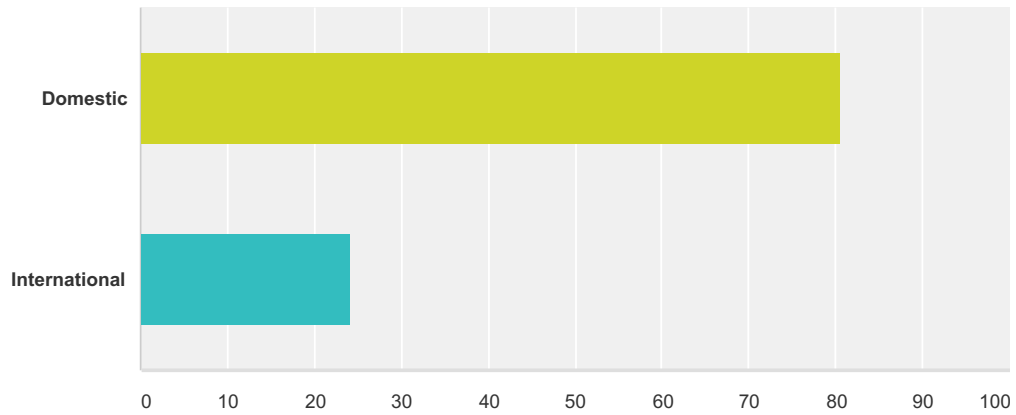
Answer Choices	Average Number	Total Number	Responses
Domestic	72	504	7
International	28	196	7
Total Respondents: 7			

#	Domestic	Date
1	66	6/10/2016 12:36 PM
2	85	6/10/2016 10:04 AM
3	55	6/9/2016 10:24 AM
4	90	6/6/2016 3:45 PM
5	50	6/6/2016 11:27 AM
6	98	6/6/2016 10:40 AM
7	60	6/6/2016 9:52 AM

#	International	Date
1	34	6/10/2016 12:36 PM
2	15	6/10/2016 10:04 AM
3	45	6/9/2016 10:24 AM
4	10	6/6/2016 3:45 PM
5	50	6/6/2016 11:27 AM
6	2	6/6/2016 10:40 AM
7	40	6/6/2016 9:52 AM

Q15 What is the breakdown in attendance of your online product? (percentages must add to 100%)

Answered: 5 Skipped: 9



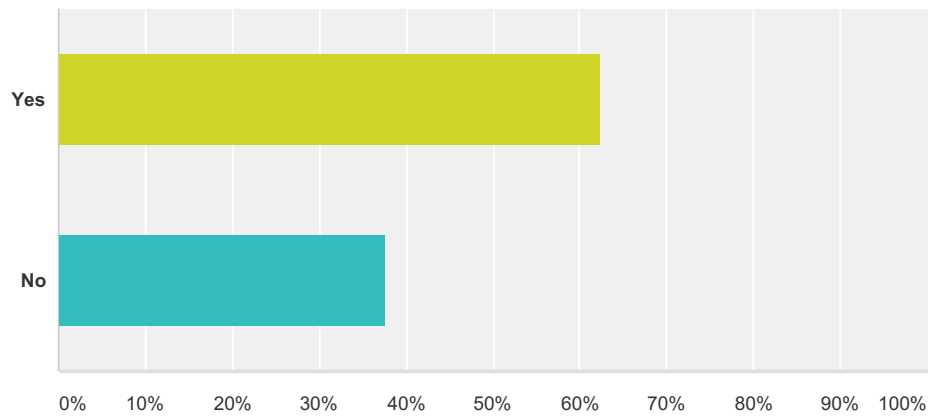
Answer Choices	Average Number	Total Number	Responses
Domestic	81	403	5
International	24	97	4
Total Respondents: 5			

#	Domestic	Date
1	66	6/10/2016 12:36 PM
2	40	6/10/2016 10:04 AM
3	97	6/6/2016 3:45 PM
4	100	6/6/2016 10:40 AM
5	100	6/6/2016 9:52 AM

#	International	Date
1	34	6/10/2016 12:36 PM
2	60	6/10/2016 10:04 AM
3	3	6/6/2016 3:45 PM
4	0	6/6/2016 9:52 AM

Q16 Do you live stream any portion of your meeting?

Answered: 8 Skipped: 6



Answer Choices	Responses
Yes	62.50% 5
No	37.50% 3
Total	8

#	if Yes what sessions?	Date
1	Same as noted above, 11 Sessions.	6/10/2016 10:04 AM
2	we will stream select sessions in 2017	6/6/2016 3:45 PM
3	opening ceremony	6/6/2016 11:27 AM
4	plenaries and inauguration	6/6/2016 10:40 AM
5	South American webcast	6/6/2016 9:52 AM

Q17 Any additional comments?

Answered: 2 Skipped: 12

#	Responses	Date
1	Due to cost and effort, we have decided not to live stream at our 2017 meeting. Our numbers have been relatively flat for the past 4 years of our live stream program and our planning committee agreed that we either needed to dedicate significantly more time and resources to the program or let it go. We agreed to take one year off to assess the response. We may, however, still broadcast the most popular sessions of the day each evening, just not live.	6/10/2016 10:04 AM
2	people like having the recordings since they can't go to all the live sessions and they like to prepurchase. we don't promote it until closer to the meeting.	6/6/2016 3:45 PM