

SVA Post-NatCon 2021 Exhibitor Survey

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1. What were your strategic goals for attending SVAs 2021
National Conference? (check all that apply)

Selected Choice - Brand recognition		
	Frequency	Percentage
Brand recognition	14	66.67%
No applied	7	33.33%
Total	21	100.00%

Selected Choice - Marketing research		
	Frequency	Percentage
Marketing research	0	0.00%
No applied	21	100.00%
Total	21	100.00%

Selected Choice - Networking		
	Frequency	Percentage
Networking	12	57.14%
No applied	9	42.86%
Total	21	100.00%

Selected Choice - Promoting a program or initiative		
	Frequency	Percentage
Promoting a program or initiative	9	42.86%
No applied	12	57.14%
Total	21	100.00%

Selected Choice - Recruiting employees		
	Frequency	Percentage
Recruiting employees	11	52.38%
No applied	10	47.62%
Total	21	100.00%

Selected Choice - Research		
	Frequency	Percentage
Research	1	4.76%
No applied	20	95.24%
Total	21	100.00%

Selected Choice – Other		
	Frequency	Percentage
Research	1	4.76%
No applied	20	95.24%
Total	21	100.00%

What were your primary goal for attending SVAs 2021 National Conference?			
	Frequency	Percentage	
Research	1	5.26%	
Networking	1	5.26%	
Brand recognition	3	15.79%	
Recruiting employees	9	47.37%	
Promoting a program or initiative	5	26.32%	
Total	19	100.00%	

2. Rating Question

To what degree do you feel your primary goal was achieved?

	Frequency	Percentage
Completely achieved goal	2	10.00%
Goal nearly achieved	2	10.00%
Moderate progress in achieving goal	3	15.00%
Minor progress in achieving goal	10	50.00%
No progress towards goal	3	15.00%
Total	20	100.00%

Based on the amount of traffic and interest you received during the conference, would you bring less, the same, or more personnel to work your booth at SVAs next national conference?

	Frequency	Percentage
More	2	11.11%
Same	6	33.33%
Less	6	33.33%
Unsure / Don't Know	4	22.22%
Total	18	100.00%

Did you attended one of the breakout or general sessions at NatCon 2021?

	Frequency	Percentage
Yes	12	66.67%
No	6	33.33%
Total	18	100.00%

Are you or your company/organization interested in submitting a breakout session proposal for consideration for NatCon 2022?

	Frequency	Percentage
Extremely interested	3	18.75%
Very interested	4	25.00%
Moderately interested	5	31.25%
Slightly interested	2	12.50%
Not interested at all	2	12.50%
Total	16	100.00%

Did you meet any potential future employees at SVA's National Conference?

	Frequency	Percentage
Yes	6	27.27%
No	8	36.36%
Not Applicable	4	18.18%
Don't Know / Unsure	4	18.18%
Total	22	100.00%

How many on-site interviews did you conduct at SVA's National Conference?

	Frequency	Percentage
None	18	69.23%
1-9	3	11.54%
Not Applicable	5	19.23%
Total	26	100.00%

How many on-site interviews did you conduct at SVA's National Conference?

	Frequency	Percentage
None, 0	11	61.11%
Not Applicable	6	33.33%
Don't Know / Unsure	1	5.56%
Total	18	100.00%

3. Please indicate the degree to which you agree or disagree
with the following statements:

All of my logistical needs were met.		
	Frequency	Percentage
Strongly Agree	4	20.00%
Agree	8	40.00%
Neutral	4	20.00%
Disagree	3	15.00%
Strongly Disagree	1	5.00%
Total	20	100.00%

I received all the information I needed pre-conference to prepare my exhibit.		
	Frequency	Percentage
Strongly Agree	3	16.67%
Agree	7	38.89%
Neutral	3	16.67%
Disagree	4	22.22%
Strongly Disagree	1	5.56%
Total	18	100.00%

I was well informed by SVAs National Conference management via email on what to expect.		
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	Frequency	Percentage
Strongly Agree	2	11.11%
Agree	6	33.33%
Neutral	6	33.33%
Disagree	3	16.67%
Strongly Disagree	1	5.56%
Total	18	100.00%

If needed, I knew how to reach technical support.

	Frequency	Percentage
Strongly Agree	6	27.27%
Agree	13	59.09%
Neutral	1	4.55%
Disagree	1	4.55%
Strongly Disagree	1	4.55%
Total	22	100.00%

SVAs National Conference staff was responsive to my needs.'

	Frequency	Percentage
Strongly Agree	8	36.36%
Agree	12	54.55%
Neutral	0	0.00%
Disagree	1	4.55%
Strongly Disagree	1	4.55%
Total	22	100.00%

SVAs National Conference staff was responsive to my needs.

	Frequency	Percentage
Strongly Agree	2	10.53%
Agree	5	26.32%
Neutral	2	10.53%
Disagree	7	36.84%
Strongly Disagree	3	15.79%
Total	19	100.00%

This event was a positive investment for my company / organization.

	Frequency	Percentage
Strongly Agree	3	16.67%
Agree	8	44.44%
Neutral	2	11.11%
Disagree	3	16.67%
Strongly Disagree	2	11.11%
Total	18	100.00%

4. Summary Questions

'Overall, which of the following best describes the traffic on the SVA Campus?'		
	Frequency	Percentage
Just right for my needs	5	31.25%
Somewhat slow for my needs	4	25.00%
Extremely slow for my needs	7	43.75%
Total	16	100.00%

Overall, which of the following best describes the SVA National Conference Campus's exhibit hall hours?		
	Frequency	Percentage
Somewhat long amount of time for my needs	2	11.76%
Just right for my needs	5	29.41%
Somewhat short amount of time for my needs	6	35.29%
Extremely short amount of time for my needs	4	23.53%
Total	17	100.00%

How likely are you to attend the SVA's National Conference in 2022?		
	Frequency	Percentage
Extremely Likely	8	57.14%
Likely	4	28.57%
Unlikely	1	7.14%
Unsure	1	7.14%
Total	14	100.00%

How likely are you to attend the SVA's National Conference in 2022?

	Frequency	Percentage
Extremely Likely	8	57.14%
Likely	4	28.57%
Unlikely	1	7.14%
Unsure	1	7.14%
Total	14	100.00%

5. Comments

Question 1: What additions or changes do you think could be made that would have allowed you to better achieve your goal?

- I know a printed version of all the resources would be expensive, but it would be helpful for me. Perhaps an email attachment with all the links with short descriptions. Just having them all in a unified place outside of the event for offline access would be fantastic.
- I think maybe having the conference earlier in the week vs the weekend would allow more students to attend.
- Attendees had a difficult time finding our booth if they were looking for us, and if we were reaching out to them initially, then they were difficult to engage.
- To not have so many other events going on simultaneously.
- The general chat feature was very difficult to manage, and there was lack of awareness of this chat feature until the morning of the event. No knowledge of how many people visited the booth. Chat feature in the booth only saw 8 people pop in. So, either elimination of general chat feature, or more communication on number of visits to booth would be helpful to determine if there was value. ',
- Perhaps a better virtual conference event. I felt like virtual traffic flow/engagement was quite low.'
- 'It seemed as though students did not know we were even going to be there. So for the several hours we "manned" our virtual booth - we got 7 people click through to talk to us LIVE. We also have not been given a report of who clicked the fishbowl button - so we haven\'t been able to follow up with anyone. ',
- "Make interaction easier between company pages and students who enter the room. We tried to engage unsuccessfully with students. It was too hard to navigate to pages, and we weren't notified when people entered our company page screen. I would encourage you to attend other fairs and see how those rooms

appear. I have taken part in other virtual fairs where it was much easier to engage with candidates."

- "We didn't have much traffic into our booth. Most of the individuals stayed in the main chat. Not sure if other employers had this same situation occur but maybe having more specific booth breakouts. "
- 'This was our 1st year attending SVA NatCon. We did a fantastic job educating veterans on the biopharma industry and made meaningful connections. The STEM panelist opportunity also enhanced our brand and messaging.
- 'Have SVA better advocate on our behalf with their platforms to introduce each brand.
- 'The difficulty with the chat rooms were hard to navigate. We had to balance between adding on LinkedIn, forwarding the zoom information there, then hopping back into the Raytheon Booth in order to bring them in. We made it work, but it was clumsy. Make the Booth chat rooms larger and allow private messages from the Booth employees to only people in the booth room. I did not see a list of "here is everyone currently in the booth" anywhere. I may have missed it.
- 'It would have been helpful to have a better idea of HOW the booth would work so we could have had a better strategy developed to supply materials, videos, appointments and presentations. I do not know if there are metrics available from the back end of the booth that shows aggregate data of how many visited (not just those who allowed their info to be collected).
- 'More time to build our booth. We look forward to NatCon 2022!'
- 'More separation between "employer time" and "chapter management time"- attendees were forced to choose between attending breakouts or meeting with potential employers.'

Question 2: What could SVA have done to make this a stronger investment for your company or organization?

- I am only a Ray VETS volunteer. I cannot speak to this.
- Find a way to deconflict breakout sessions, especially when high profile guests are presenting.
- I think maybe having scheduled times for each company to have breakout sessions might be helpful. This way students can learn a bit about each company and each company gets exposure.
- Unsure if it was just the virtual nature of the conference, but attendance/turnout was very low. Our company interacted with about 10 individuals total between two days.
- Better ways to track and know who is coming to our booth virtually. In person, I'd be able to grab their contact info and have a conversation - this way we're left wondering who stopped by.
- More time and a single point of contact would help our efforts to build our booth.
- I think it was harder for people to engage the individual booths between breakout sessions in virtual environment. By the time you finished a breakout session, you needed to stretch and step away for a moment. It didn't seem like the students could spend much time in one place if they really wanted to see multiple booths.
- More lead time to prepare for our virtual booth, better understanding of the schedule and expectations of a virtual setting, opportunities to showcase hiring programs to a wider audience.
- Eliminate the General Chat Feature so that folks visit the booths - provide more time to visit booths; provide booth and access to training for the booth at least one week prior to the event rather than the morning of.
- Increased promotion of organizations prior to the conference.
- Better set up the platform - candidates were confused by SVA Sponsors vs SVA Campus and could not find us. Better scheduling for sessions and networking

time - candidates were barely able to visit any of the booths in the few minutes allotted. Moved Saturday session to Thursday, as we had next to no engagement on Saturday.

- I am not sure if this is an SVA issue or an internal to my organization issue because I was not the one setting up the content of our booth. I needed more information on HOW the booth worked so I could advocate internal to my organization about strategies we could employ to engage the full range of participants--those who wanted to chat, those who wanted to attend a live session and those who wanted to lurk and pick up info. I think we missed an opportunity to have more bells and whistles available to meet the continuum of needs.

Question 3: How likely are you to attend the SVA's National Conference in 2022?

- We absolutely loved the virtual conference from an employer standpoint. The ability to engage with sessions geared toward certain topics vs. meet and greet style in a physical setting was great. I would highly suggest breaking NatCon into either a hybrid model or have employers do a virtual conference separate from the in-person conference so students can focus on their chapters and breakout sessions.
- Thank you for the box of goodies. It was a great touch!
- Here are two minors suggestions:\n\n1. Put speaker's name, organization, and job title in a box with the frame surrounding the speaker.\n2. Make it clear upfront and continuously that there is a question submission section and questions in chat are not seen by speakers.
- I thought the virtual setup was very well done. There were lots of things to explore and great breakout sessions. Loved the appearance by Jill Biden. I think we would all prefer to be face to face, but this forum should\'t be tossed out if we

ever do make a return to "normal". I think this virtual booth in tandem with a live event would allow SVA to engage everyone. If it has to be virtual again, maybe consider adding a half a day.

- 'Rename it to Exhibit Hall so folks know what it actually is.
- 'I am not sure about the question above - we did participate in 2020