

**TUESDAY  
APRIL 30<sup>th</sup>  
2019**

**Largest Independent Insurance Agent and Company Expo in the Midwest!**



## Agent Satisfaction Survey

How would you rate the morning education breakout sessions at the 2019 MIIAB EXPO? (Please leave blank if N/A)

1 = 1 Star , 2 = 2 Stars , 3 = 3 Stars , 4 = 4 Stars , 5 = 5 Stars

Answer	1	2	3	4	5	Number of Responses	Rating Score*
For Account Managers...Agency Service Tips & Tech Tools						21	4.1
Social Engineering Attacks-What will they think of next?						16	4.2
MIIAB Tools to Survive & Thrive						11	4.2

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

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### Details

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Answer	1	2	3	4	5
For Account Managers...Agency Service Tips & Tech Tools	0 (0.0%)	0 (0.0%)	5 (23.8%)	9 (42.9%)	7 (33.3%)
Social Engineering Attacks-What will they think of next?	0 (0.0%)	1 (6.2%)	1 (6.2%)	7 (43.8%)	7 (43.8%)
MIIAB Tools to Survive & Thrive	0 (0.0%)	0 (0.0%)	1 (9.1%)	7 (63.6%)	3 (27.3%)



Hold the mouse over each color of the bar to see the number of respondents.

Answer	1	2	3	4	5	Number of Responses	Rating Score*
For Account Managers...Agency Service Tips & Tech Tools			24%	43%	33%	21	4.1
Social Engineering Attacks-What will they think of next?	6%	6%	44%	44%		16	4.2
MIIAB Tools to Survive & Thrive		9%	64%	27%		11	4.2

How would you rate the Awards Luncheon at the 2019 MIIAB EXPO? (Please leave blank if N/A)

1 = 1 Star , 2 = 2 Stars , 3 = 3 Stars , 4 = 4 Stars , 5 = 5 Stars

Answer	1	2	3	4	5	Number of Responses	Rating Score*
Length of the Awards Luncheon						62	4.2
Food						62	3.6
New Video Format for Awards						62	4.7
Guest Speaker Steve Kelley						62	3.1

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## Details

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Answer	1	2	3	4	5
Length of the Awards Luncheon	1 (1.6%)	1 (1.6%)	9 (14.5%)	22 (35.5%)	29 (46.8%)
Food	4 (6.5%)	8 (12.9%)	13 (21.0%)	18 (29.0%)	19 (30.6%)
New Video Format for Awards	0 (0.0%)	1 (1.6%)	2 (3.2%)	11 (17.7%)	48 (77.4%)
Guest Speaker Steve Kelley	10 (16.1%)	7 (11.3%)	21 (33.9%)	14 (22.6%)	10 (16.1%)



Hold the mouse over each color of the bar to see the number of respondents.

Answer						Number of Responses	Rating Score*
Length of the Awards Luncheon		15%	35%	47%		62	4.2
Food	6%	13%	21%	29%	31%	62	3.6
New Video Format for Awards		18%	77%			62	4.7
Guest Speaker Steve Kelley	16%	11%	34%	23%	16%	62	3.1

## How would you rate the Exhibit Hall at the 2019 MIIAB EXPO? (Please leave blank if N/A)

1 = 1 Star , 2 = 2 Stars , 3 = 3 Stars , 4 = 4 Stars , 5 = 5 Stars

Answer	1	2	3	4	5	Number of Responses	Rating Score*
Number of Exhibitors						93	4.8
Exhibit Hall Layout						92	4.8
Length of the Exhibit Hall						93	4.8
Quality of Exhibitors						91	4.7

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Answer	1	2	3	4	5
Number of Exhibitors	0 (0.0%)	0 (0.0%)	1 (1.1%)	19 (20.4%)	73 (78.5%)
Exhibit Hall Layout	0 (0.0%)	1 (1.1%)	1 (1.1%)	18 (19.6%)	72 (78.3%)
Length of the Exhibit Hall	0 (0.0%)	0 (0.0%)	0 (0.0%)	23 (24.7%)	70 (75.3%)
Quality of Exhibitors	0 (0.0%)	0 (0.0%)	4 (4.4%)	20 (22.0%)	67 (73.6%)



Hold the mouse over each color of the bar to see the number of respondents.

Answer						Number of Responses	Rating Score*
Number of Exhibitors		20%	78%			93	4.8
Exhibit Hall Layout		20%	78%			92	4.8
Length of the Exhibit Hall		25%	75%			93	4.8
Quality of Exhibitors		22%	74%			91	4.7

### How would you rate the Emerging Leader Reception at the 2019 MIIAB EXPO? (Please leave blank if N/A)

1 = 1 Star , 2 = 2 Stars , 3 = 3 Stars , 4 = 4 Stars , 5 = 5 Stars

Answer	1	2	3	4	5	Number of Responses	Rating Score*
Length of the Emerging Leader Reception						28	4.5
Food						26	4.1
Layout						29	4.3

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#### Details

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Answer	1	2	3	4	5
Length of the Emerging Leader Reception	0 (0.0%)	0 (0.0%)	3 (10.7%)	7 (25.0%)	18 (64.3%)
Food	1 (3.8%)	2 (7.7%)	2 (7.7%)	10 (38.5%)	11 (42.3%)
Layout	1 (3.4%)	2 (6.9%)	1 (3.4%)	9 (31.0%)	16 (55.2%)



Hold the mouse over each color of the bar to see the number of respondents.

Answer	Number of Responses	Rating Score*
Length of the Emerging Leader Reception	28	4.5
Food	26	4.1
Layout	29	4.3

### How would you rate the Mystic Lake Venue at the 2019 MIIAB EXPO? (please leave blank if N/A)

1 = 1 Star , 2 = 2 Stars , 3 = 3 Stars , 4 = 4 Stars , 5 = 5 Stars

Answer	1	2	3	4	5	Number of Responses	Rating Score*
Ease of Parking						89	4.2
Meeting Rooms						74	4.6
Hotel Rooms						38	4.5
On-Site Restaurants						48	4.2
On-Site Entertainment						45	4.3

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Answer	1	2	3	4	5
Ease of Parking	4 (4.5%)	3 (3.4%)	14 (15.7%)	18 (20.2%)	50 (56.2%)
Meeting Rooms	1 (1.4%)	2 (2.7%)	3 (4.1%)	10 (13.5%)	58 (78.4%)
Hotel Rooms	1 (2.6%)	1 (2.6%)	3 (7.9%)	6 (15.8%)	27 (71.1%)
On-Site Restaurants	3 (6.2%)	1 (2.1%)	8 (16.7%)	9 (18.8%)	27 (56.2%)
On-Site Entertainment	3 (6.7%)	1 (2.2%)	7 (15.6%)	4 (8.9%)	30 (66.7%)

Answer		Number of Responses	Rating Score*
Ease of Parking		89	4.2
Meeting Rooms		74	4.6
Hotel Rooms		38	4.5
On-Site Restaurants		48	4.2
On-Site Entertainment		45	4.3

Please select the preferred venue for our future EXPOs

Answer	0%	100%	Number of Responses	Response Ratio
Mystic Lake Center			68	70.8%
Minneapolis Convention Center			11	11.4%
St. Paul Rivercentre			9	9.3%
Other North Suburban area or St. Cloud, Anywhere besides a Casino in the middle of nowhere, Oak Ridge Hotel & Conference Center, Anywhere downtown			4	4.1%
No Responses			4	4.1%
<b>Totals</b>			<b>96</b>	<b>100%</b>

\* Please indicate if you are Company/Vendor or Agency Personnel

Answer	0%	100%	Number of Responses	Response Ratio
Company/Vendor			0	0.0%
Agency Personnel			96	100.0%
No Responses			0	0.0%
<b>Totals</b>			<b>96</b>	<b>100%</b>

Please select the main reason you attended the convention?

Answer	0%	100%	Number of Responses	Response Ratio
Education opportunities and CE credits			8	8.3%
Awards Ceremony			5	5.2%
Networking with Insurance Companies and Vendors			64	66.6%
Socialization with Other Members			12	12.5%
Emerging Leaders Reception			1	1.0%
No Responses			6	6.2%
<b>Totals</b>			<b>96</b>	<b>100%</b>

If you chose not to attend the morning break out sessions please help us understand why. (leave blank if N/A)

Answer	0%	100%	Number of Responses	Response Ratio
Cost			9	9.3%
Topics weren't of interest			18	18.7%
Time offered			5	5.2%
Other Wisconsin agent, Not in need of CE, Other meetings with company personel, Time away from office, Didn't fit in schedule this year, Don't need CE, My time did not allow, Busy schedule			8	8.3%
No Responses			56	58.3%
<b>Totals</b>			<b>96</b>	<b>100%</b>

**Please rate the overall value of the convention.**

1 = 1 Star , 2 = 2 Stars , 3 = 3 Stars , 4 = 4 Stars , 5 = 5 Stars

1	2	3	4	5	Number of Responses	Rating Score*
					90	4.3

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**Details**

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1	2	3	4	5
1 (1.1%)	4 (4.4%)	6 (6.7%)	39 (43.3%)	40 (44.4%)

1 2 3 4 5

Hold the mouse over each color of the bar to see the number of respondents.

	Number of Responses	Rating Score*
	90	4.3

**Do you plan on attending next year's convention at Mystic Lake Center on April 29th, 2020?**

Answer	0%	100%	Number of Responses	Response Ratio
Yes			81	84.3%
No			8	8.3%
No Responses			7	7.2%
<b>Totals</b>			<b>96</b>	<b>100%</b>

**Please let us know what we did well and/or what we need to improve on.**

- I only attending the exhibit hall and I thought it was great.
- It was a great venue with free parking and plenty of good restaurants and bars. The new videos were an excellent way to present our award winners. The food at lunch was excellent. Please continue to include the full lunch with Awards Ceremony and Keynote.
- All seemed to go pretty smooth. Learned a lot and had fun with all the other agents and company vendors.
- Loved the venue. Great rooms. Easy to get to. Didn't have to pay for parking. Great convention facility.
- I would like to see more technology companies (such as agency management companies and IT companies) in attendance in the future.
- Please add coat racks
- Kelly Bowe is the man
- Please do not have the convention at the end of a month. I was unable to attend due to 5/1 accounts that needed last minute work.
- Thank you
- Lunch choices were not really good. The chicken and cheese cake were good, as was the salad. However, the vegetable choice and the whatever that was were not. Overall great convention and great vendor fair. Loved the new video awards presentation. It was great.

- The MIIAB staff did an AMAZING job all the way through. The convention was an excellent mix of both value and 'real' atmosphere. I would suggest a bit more leading-edge technology focus in the future - Giving us insights n what is coming and what to do to prepare.
- More communication early on with room availability and class offerings. Example no EO class.
- It would have been helpful to know exactly where to park to be close to the convention center and exhibit hall. Many of our staff didn't know where to park and one had to walk all the way through the casino from the opposite end. Please clarify this for the future.
- I think a lot of people missed Frank on the podium during the awards luncheon. Otherwise things were great! Nice venue. Well done!
- More detail shared on the parking option at the casino and which entry to come into, so some did not park so far away. The Meadows bar or a hospitality meeting space to be open and available for socializing after dinner and open later so we did not have to sit in the casino bars, with the cigarette smoking.
- The venue space was beautiful. I wish the casino had better signage for parking, so we knew where the convention entrance was located. The food was not great this year; however, everything else went very smoothly.
- Love the Mystic Lake venue. It is really nice to have all functions close together, and it is an added bonus that hotel rooms are in the same area. I think the venue promotes more socialization among members and made members more likely to stay for all the events. I really loved the video format for awards. It was a great way to get to know the recipients and kept me engaged. Awesome idea. As always, MIIAB staff, you did a phenomenal job. Thank you!
- More food choices
- I appreciate a motivational type speaker at lunch. I liked PJ Fleck. It was okay to see Steve Kelly, but he didn't have much depth in his message.
- Food was not great. Venue was better than expected. Emerging Leader reception was a little sporadic
- The space was nice
- The Mystic Lake venue is more inviting and more concentrated than the Minneapolis Convention Center. I thought the energy level was higher throughout the entire event including the exhibit hall.
- Better information on where to park so you didn't have to walk clear across the casino to get to the event. Loved, loved, loved the awards presentation via video format - the recipients didn't seem as nervous. EASY to get in and out of venue instead of fighting downtown rush hour traffic, especially with the major interstate construction going on for the next few years
- The convention was exceptionally good!!!!
- Liked the luncheon format. Shorter. Convention too short. Don't like having it away from downtown.
- As a first time attendant I wanted more information.
- The Social Engineering breakout session only got through 13 of 41 pages of slides that we received on a handout. It was disappointing to not get through more materials.
- That the new venue was great. Loved the videos of the awards too. All around was a great convention. Great job to all that made it happen!
- Thank you, guys I had a great time.
- Love the new venue! was very clean, free parking

- The shortened luncheon and videos were a great addition! It gave you the feeling that you got to personally know the award winners, and it was fun to connect with them after the luncheon and congratulate them as we socialized. We missed having a motivational speaker this year. The past two years were fantastic and energized us to go back to our agencies and think of new ideas to be successful. This year's speaker was fine, but really did not add anything or provide a take away for us. Would love to see a motivational speaker next year.
- The main entrée for lunch was not as well liked by many at our table. Chicken was good but sauce many didn't like and portion was small.
- Speaker wasn't very interesting compared to prior years.
- I would suggest having food available during the expo hall.
- Loved the location!
- I have found less value in what is offered educationally over the years so have stopped attending that part or any of the convention. I did attend the carrier vendor exhibit hall but don't think it is worth the \$45 I paid so do not think I will do that again next year. I did not like the location (signage, parking, directions, etc.) for this location.
- Not thrilled about the location. One of the joys of being downtown Minneapolis or St. Paul is the ability to have the Young Agent meeting at a different venue, and it allows for carriers to set up dinner meetings after the show. The Young Agent meeting was nice to have, but the space was awkward being directly outside of the trade show and the seating was strange as well.
- Thought this was a MUCH better venue especially for location and ease of parking- very nice facility.
- Having the convention on the last day of the month is inconvenient. We had two staff that were planning on coming who could not due to a last-minute May 1st renewal situation. Thanks
- Videos at the awards luncheon were great! Could use a little more signage to get around the venue, especially for people attending for the first time.
- Our group waited around for the drawings from the vendors, as this was always held in the past, then found out that they weren't doing it. It would have be nice if that change was announced or put in the program to let everyone know. Such a disappointment.
- Kudos overall to the convention. However, I want to take just a second to comment on one of MIIAB's promotional items. I find the motorcycle, the most dangerous vehicle on the road for personal injury, to be a strange promotional item for our particular organization. I have always wanted to pass this thought along. Thank you for this opportunity.
- Great choice of venue this year. It seemed to be well attended and with much more energy than the MPLS convention center. It was more of a destination and next year we'll most likely stay overnight.
- I really thought the new location was good. Other than the drive I thought the venue was better than the convention center.