

1991 CONVENTION EVALUATION

CPA Convention Committee

A Convention Survey/Evaluation was prepared and distributed at the Calgary Convention and reprinted in the summer issue of Psynopsis. The response has been identified as follows:

118 evaluation/survey sheets received at the Convention
9 received from the Psynopsis publishing

out of a possible 4,300 members, or roughly 3% of the membership. The evaluations received at the Convention reflect about 9% of the delegate attendance. Of the 128 respondents:

74 are CPA members
43 are student affiliates
13 are PAA members
(5 PAA/CPA members respondents are reflected in each category)

The evaluation/survey sheets came from the following distribution by Section:

<u>SECTION</u>	<u>RESPONDENT(S)</u>	<u>SECTION</u>	<u>RESPONDENT(S)</u>
1	-	15	2
2	2	16	7
3	1	17	1
4	4	18	1
5	16	19	2
6	4	20	2
7	1	21	-
8	4	22	-
9	9	23	8
10	3	24	4
11	1	25	5
12	-	26	18
13	2	27	3
14	16	28	1
OTHER	11		

Although these figures would not be a representative sample to extrapolate from, the responses have allowed a certain focus on some aspects of the Convention. This, of course, always presumes caution in the considerations brought about.

Again this year, a major concern of the respondents lies in cost control while planning higher quality programmes and offering a wider range of affordable accommodation. The data translates as follows:

- The acceptable rates for accommodations ranged an average of \$69.00-\$70.00/night with certain amenities such as the pool and exercise room included (44 respondents).

- 42 respondents were willing to pay for hotel accommodation ranging from \$75.00 to a maximum of \$110.00.
- 38 preferred the facilities offered by the bed and breakfast or the university setting.
- The remainder were local delegates who did not care to speculate as to the rate they would consider paying.

As to transportation, clearly two-thirds (2/3) of the respondents made use of some form of transportation, the vast majority of which used the public transit system whenever possible. They estimated the one-way fare to vary between \$1.00 and \$2.00, with an overall transportation range going from \$0.00 to \$7.00 one-way, with an estimated average travel time of 20 to 25 minutes.

- The reasonable walking distance ranged from 1 to 30 blocks with a marked preference lying between the 1-5 blocks.
- It was generally agreed upon that fees should not be raised to include meals, unless certain nutritional requirements were met.
- Child care was not considered of prime importance. 24 respondents however, expressed the wish to have it available.

All forms, except for two (2), were from people who had attended the Calgary Convention, fifteen (15) of which were first-time delegates.

The evaluation of the programme content was given a 7.6 on a scale of 1 to 10 from a total of 115 respondents, while amenities were rated a 6.7 for a number of reasons:

1. Rooms too small.
2. Air quality was poor.
3. Audio-visual equipment was not attended to by the centre's technical crew.
4. No complimentary coffee?!!

These results, although they cannot be used sensibly as a basis for decision-making, do reflect clearly the extremes within the sample. However, there are a few conclusions we may extrapolate from the data:

1. At present, it would appear from the sample response that we are providing the kind of accommodation our membership seeks, although we are not often able to offer the preferred hotel rate in the 4-5 star category where our conventions are held.
2. It may be to our advantage to locate as close as possible to a low cost european style facility where delegates of more modest means could stay. This would affect our room blocks within the official hotel and could create problems if not handled carefully.
3. Keeping in mind the limitations of our physically challenged members, our survey seems to indicate that transportation is readily used and that a reasonable walking distance is considered to be between 1 and 5 city blocks and therefore, we should consider developing specific requirements toward

conventions in smaller cities (ie.: Charlottetown, Victoria, Penticton, Banff...) wishing to make a bid to host our Convention.

4. Although child care contingencies are available, very few delegates use the services. Its importance remains, and the CPA Convention will continue to have such a service available. As the Convention gains in attendance, such a service, as well as spousal programmes, may be necessary.
5. The evaluation revealed that our programme content was more balanced, and considered to be of a very good quality by the majority of the sample. In addition to the numerical rating, several respondents wrote specific comments which have been noted, when thought to be of a practical and constructive nature.

In conclusion, our word is STRIVE.

With regards to the accommodations, the costs are unfortunately difficult to contain if we want to maintain the status and the importance of a national agency of the caliber of the CPA. If "appearances" are not a major factor in choosing a site, many venues exist where we can be flexible without sacrificing convenience and perhaps gain on more fronts than the financial one.