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## Conference Marketing Research for Rolla, Missouri Chamber of Commerce

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Missouri University of Science and Technology

**Conference Marketing Research for  
Rolla, Missouri Chamber of Commerce  
Honors Thesis**

Rebecca McNally and Dr. Bonnie Bachman



**2011**

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### **Abstract**

This paper is used to give recommendations to the Chamber of Commerce in Rolla, Missouri to help them to better attract conferences and events. A survey given to event planners was the main method used for analyzing what Rolla needs to change to gain more of a name as a conference destination. Although this paper is specific to Rolla, Missouri, the methods used can be imitated for any rural town wishing to attract more conferences.

## **Introduction**

Rolla, Missouri is a small town with population of 16,367 according to the 2000 Census. Rolla is located at the intersection of Hwy 44 and Hwy 63 between Kansas City and St. Louis. (A few maps of Rolla and the surrounding area are provided as Appendix A.) The Chamber of Commerce in Rolla wants to increase the volume of people who come into the city for conferences. This increase of foot traffic will help the local businesses make money, and the more money they make, the more taxes can go to the city to help optimize the local atmosphere. Businesses in Rolla that benefit from an increase in the inflow of people are hotels, restaurants, retail, and gas stations just to name a few. More tourists spending will result in a larger sum of tax inflow to the city. This money is used for everything from grants to park funding.

In order to draw the interest of event planners, Rolla needs to understand what marketing tools will work best. In order to understand the marketing needed, greater insight into the mind of the event planners is necessary. Judy Allen states the following in her book entitled Event Planning: “The selection of the site where you will be holding your event is of primary importance; it can make or break your event”. (Allen 2009) She proceeds to discuss this importance, and she gives some insight on how to choose a venue. Allen also emphasizes the significance of the budget when picking location of an event. How can the Rolla Chamber of Commerce become a preferred destination when location is so important to an event planner?

The main event that the Rolla Chamber of Commerce currently uses to attract conferences is the Joint Event Planners Trade Show that is held during June in Jefferson City, Missouri. It is a time where event planners can come look at cities’ booths to see which ones best suit their needs. How can Rolla market towards the event planners at this event? The research conducted at Missouri University of Science and Technology helps to answer these marketing questions.

## **Literature Review**

To understand small town tourism and marketing, it is important to read related publications before conducting research. When looking at event planning books, much of the information is redundant. The key points are that location matters, there needs to be attention to detail when planning an event, and the planning and executing of the event needs to stay within budget. (Allen 2009, Friedman 2003, Craven & Golabowski 2006) Although these may seem like insignificant facts to a large city that has many sizes and types of venues, for a small town every façade of the city that an event planner comes in contact with shapes the event planners' perception of the city and therefore determines whether or not he or she will come back.

When looking at a location, event planners probably focus on matching the venue to the event. For example, a Bridge Playing Convention will probably require a different type of venue than a Democrat Party Rally. Location is dependent on the type of event being held. If an event planner can pinpoint the right location, many other parts of the planning will fall into place. (Allen 2009)

For small towns, becoming an attractive event destination can be very difficult. There are many books written about the importance of branding in a small town. It is important to have a theme, a brand that is the center of the reason why tourists come into the town. According to Bill Baker in Destination Branding for Small Cities: The Essentials for Successful Place Branding, there are twelve steps to building a successful brand. (Baker 2007) After a brand is in place, it can be exploited when marketing a small town to event planners.

All information about what event planners look for when planning an event helps the Rolla Chamber of Commerce understand what they need to highlight when marketing. The following research gives even more insight into the preferences of event planners in mid-Missouri.

## **Methods**

The hypothesis for this research is the following: If the Rolla Chamber of Commerce changes the way they market to event planners, then more event planners will book events in Rolla, Missouri. The reason for research during the marketing process, according to Bonita M. Kolb in *Tourism Marketing for Cities and Towns*, are the following (Kolb 2006):

1. Determining Threat and Opportunities in the External Environment
2. Researching Preferences to Meet Consumer Needs
3. Meeting Goals (ie: counting visitors)
4. Evaluating the Effectiveness of Promotions

The main method used to research future marketing for Rolla, Missouri was an online survey.

### **Survey**

According to Arlene Fink in How to Conduct Surveys: A Step-by-Step Guide, surveys are “information-collection methods used to describe, compare, or explain individual or societal knowledge, feelings, values, preferences, and behavior. (Fink, 2009) Surveys can come in many forms and conducted through many avenues including over the telephone, online, or through the mail.

Although there are many methods for obtaining needed information, surveys are best when the targeted information is mainly centered on feelings and perceptions, values, habits, and demographic information (Fink, 2009). Other ways of obtaining information other than surveys is through observations, and written tests. For the research in this paper, a survey was found to me most fitting for the information that needed to be gathered.

There are some drawbacks to surveys that hinder them from obtaining the most accurate information. Some of these issues include biasness in the questions, length of the survey being so long that too few people respond, and finding the intended audience for the survey. Risks can be minimized by having multiple colleagues look over the survey, and by conducting research to see what types of questions will get the most accurate response. As far as reaching the intended audience, the researcher needs to look into the habits of the targeted group and decide how to distribute the survey accordingly.

Because information was needed on the perception of Rolla and the preference of details pertaining to booking conferences to event planners, a survey was chosen as the main method for gathering this information. A copy of the survey is available as Appendix B. The survey was created to get a closer look into what is expected from a city when conferences or events are being booked. The results of the survey are available in the Findings and Discussion section of this paper. For now, we will analyze the content of the survey and show the rationale behind the specific questions.

### ***Participants***

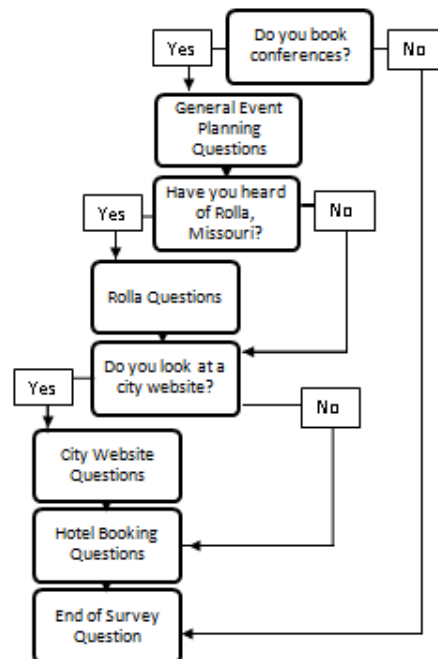
One hundred and three (103) Online Survey Participants responded to the survey. The link to the survey was sent out to various companies and individuals, but it mainly focused on the Joint Event Planners Trade Show participants. The reason for targeting this group is that the Rolla Chamber of Commerce sets up a booth at this show every year, so they are looking for ways to market Rolla as a venue to this group of individuals. Most of the event planners that attend this trade show are located in Jefferson City, Missouri, which is located approximately 60 miles north of Rolla on Highway 63.

### ***Materials***

This survey is available online, so the necessary materials needed to complete it are a computer that is set up to use the Internet. All analysis tools are available on the computer, so no extra software had to be purchased. A survey tool is needed to create the survey, and there are many to choose from including Qualtrics, SurveyMonkey, and GoogleDocs Forms. I chose GoogleDocs as my framework to create and distribute my survey based on the premise that it is free and easy to use, plus I've used it before so I was familiar with all of the functions.

### ***Design***

A key feature of this survey is that it allows people who do not book conferences, did not know Rolla, or do not look at a city website to bypass all of the questions that do not pertain to them. Figure 1 shows the flow of the survey by pointing out the questions that were critical to proceeding.



**Figure 1**



### ***Procedure***

After the survey was created, the next step is to send it out to the intended audience and wait for the responses to roll in. If the audience is large and general, the responses will be easier to obtain because there are many ways to target them. Unfortunately, to find event planners that are willing to take a survey is a bit more difficult. At first, sending out emails works, but if the response number is not high enough, the researcher may have to resort to other options including social networking sites, phone calls, and possibly even direct mail.

On social networking sites there are specific areas for event planners. Also, online there are conference planners associations and nationally recognized groups. Finding a way to obtain access to their list-serve is difficult, but if access is approved it can be very effective.

Following the recording of results, it is important to sift through it and find points specific to this case. Not all information is relevant, so sorting can take a lot of time. Relevant information includes trends or clustered data in demographics, preferences, and attitudes.

After finding relevant information, looking at possible correlations between the data and the environment creates the basis to make recommendations. These recommendations, although looked upon as opinions at time, are made based on the facts taken from the survey.

## **Findings and Discussion**

### **Survey Results**

Not every question from the survey is discussed in this section, but all of the results are graphically displayed in Appendix C. Some of the key results in the survey that affects the recommendations and the future marketing for the Rolla Chamber of Commerce are discussed in the subsections below.

### ***Demographics***

Of the one-hundred and three (103) responses, 83% were female. In the Appendix Figure C.1 a pie chart is shown to depict the large difference in gender. This means that when looking at event planners, there can be a correlation between gender and the type of marketing that they respond best to. The Rolla Chamber of Commerce has probably already noted this gender gap, but keeping this in mind when planning for the Event Planners Trade Show will help directly target the female planners.

The range of the respondents' ages in Appendix Figure C.2 shows that there is a wide distribution. It is evenly spread with on average 23% of respondents in each age range among the 20-59 ages. Although there was an "I wish not to answer" option, only one person chose to exercise this alternative.

Most of the respondents are employed by a company, but plan events only when needed. Approximately a quarter of respondents listed “Other”. (See Appendix Figure C.3) Only 13% of respondents make their living off of professional event planning, and 7% are self-employed. The “Other” responses included responses like “Student” and “Retired”. Many of the respondents who chose “Other” did not plan events so therefore they did not respond to the rest of the survey.

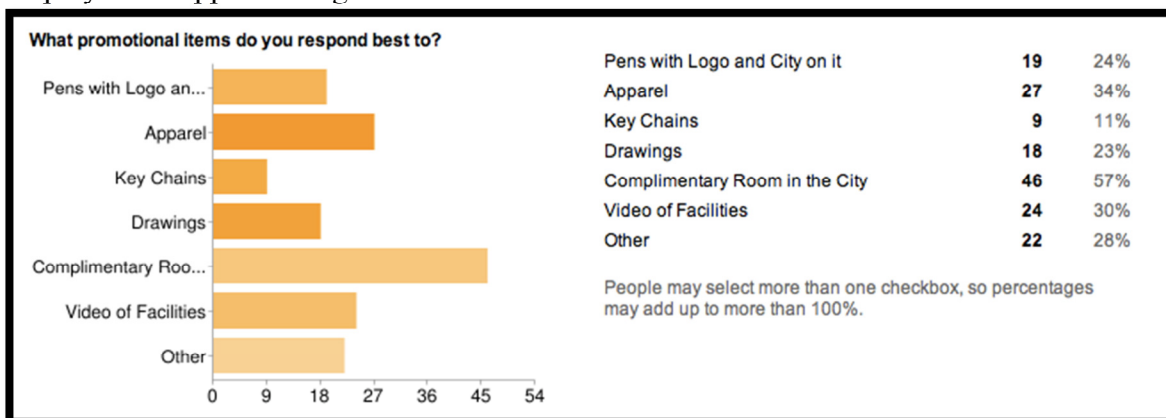
Most respondents live in either Jefferson City (36%) or Rolla (34%). (See Appendix Figure C.4) Since event planners from Jefferson City are the target market at the Event Planners Trade Show, this high number of Jefferson City respondents confirms that the survey reached this target market successfully. The other areas included 8% in both the Kansas City Area as well as the Columbia Area, 3% recorded for St. Louis, and 12% listed “Other”. The “Other” Category included some from other states like Massachusetts, California, and Ohio. Although Rolla is not close to these areas, it is still important to get an idea of the general wants and needs of event planners in other regions.

### *General Event Planning*

When asked about the city destinations the respondents are most likely to book an event, twenty-five percent (25%) said they were “Likely” or “Very Likely” to book events in Rolla. Thirty-one percent (31%) replied that they would be booking in St. Louis, thirty-three percent (33%) in Jefferson City, and twenty-six percent (27%) in the Kansas City area. This is all represented in graphic form in Appendix Figures C.6-C.9.

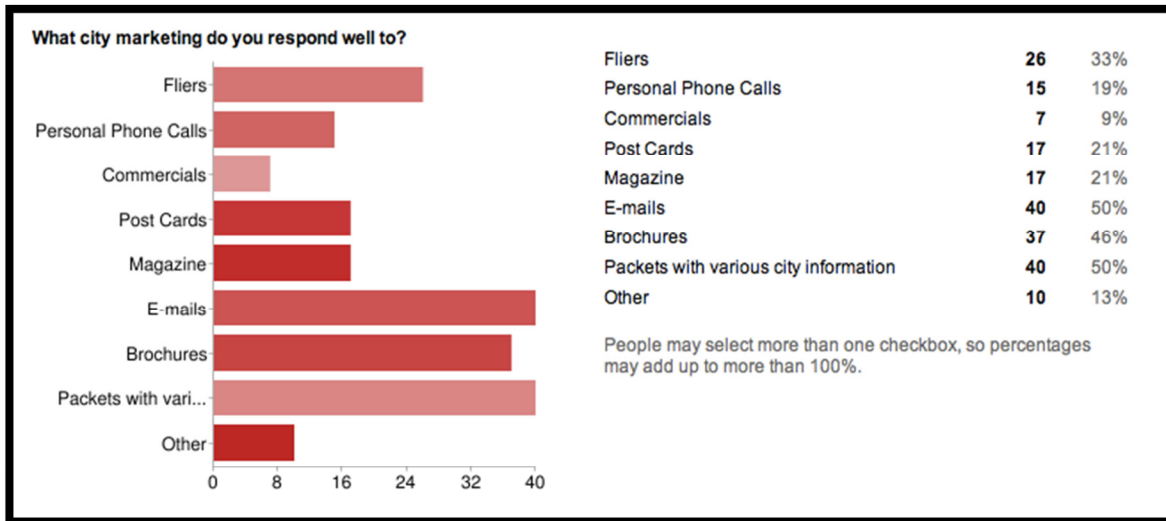
In order to analyze whether or not Rolla has the type of food services to support a conference, questions were designed to ascertain what types of restaurants and food services are preferred. Most respondents recorded lunch food (60%) as a need, while Breakfast, Italian, and Up-Scale Dining also had high responses. Other responses included Chinese (5%), Fast Food (7%), Thai (4%), and Indian (5%)

When asked what promotional items that the event planners respond best to the largest response was towards “Complimentary Room in the City. This shows that Rolla can use this form of marketing to attract potential bookings. The following graphic is also displayed as Appendix Figure C.19:



**Figure 2**

When asked what city marketing that event planners respond best to, the variety was widespread. Most showed that emails and packets with various city information were well received, but not far behind was brochures and fliers. Commercials had the lowest response with only 7% of respondents saying they respond well to them, which means that the Rolla Chamber of Commerce should probably not pursue this avenue of marketing unless further research proves different. The following graphic is also displayed as Appendix Figure C.20:



**Figure 3**

### *Rolla*

Most of the respondents that are familiar with Rolla recorded a positive association with the city, while less than 10% have a negative association. (See Appendix Figure C.45)

Only 38% of the event planners who are familiar with Rolla showed they promote Rolla when booking events. Approximately 53% of them do not promote Rolla. The rest only sometimes promote Rolla when booking events. (See Appendix Figure C.46)

The main changes that would make Rolla more attractive to event planners “Build a Conference Center”, “Expand Conference Facilities”, “Add More Restaurants”, and Increase Capacity of Facilities”. Most of them directly correspond to the amount of space that Rolla has for its conferences. This could be a communication gap if Rolla has the facilities, but does not correctly communicate these to the event planner. The following graphic shows the amount totals (Appendix Figure C.47):

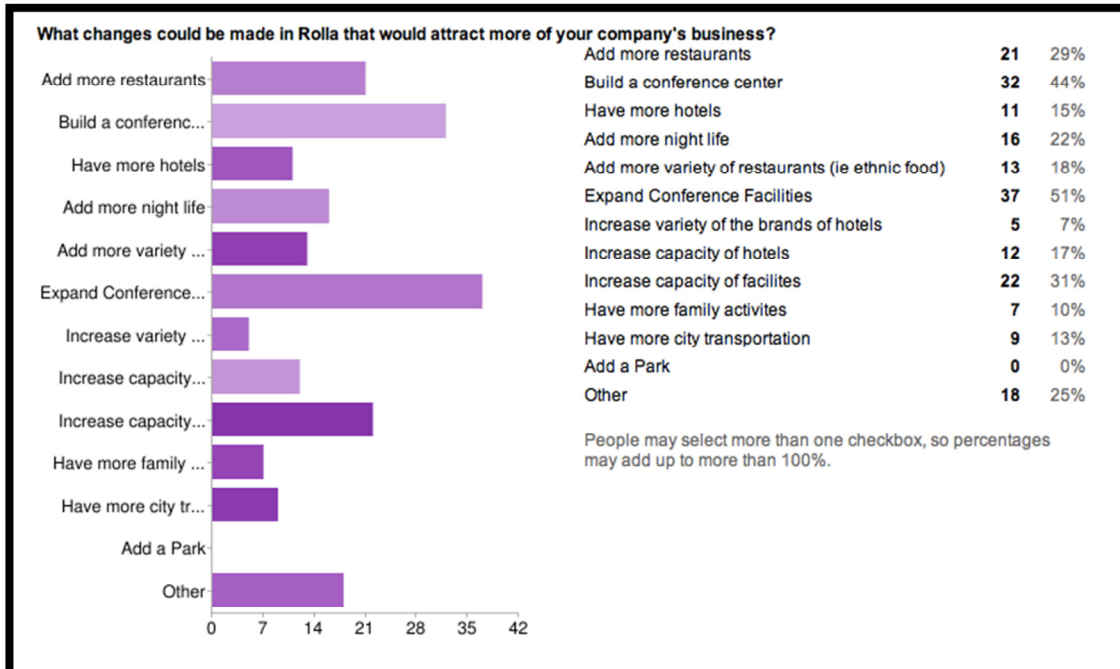


Figure 4

### *City Website*

Since there seemed to be a concern in the Rolla Chamber of Commerce as to how well the website communicated event planning information on the city website, a question was included to verify that the website is a factor. The results show that 78% of event planners look at a city website when booking an event. (See Appendix Figure C.48)

The following information, provided in Appendix Figures C.49-C.57, ranks the importance of specific information on a city website. The following information shows these rankings from Most Important to Least Important:

1. Having Available Conference Rooms and Sizes Listed
2. Having Hotels and Their Phone Numbers Listed
3. Having a Tab Just for Event Planners That Includes All Relevant Information
4. Having Local Restaurants Listed
5. Having Local Caterers Listed
6. Having Feedback from Previous Events Posted
7. Showing the Local Events and When They Occur
8. Having Local Parks Listed
9. Having Local Florists Listed

The Conclusion and Recommendations section gives advice on how to use this information when integrating it into the city website.

## **Conclusions and Recommendations**

After reviewing the survey results, the following recommendations have been made to the Rolla Chamber of Commerce to aid their marketing towards event planners. The hypothesis stated that if the Rolla Chamber of Commerce changes the way they market to event planners, then more event planners will book events in Rolla, Missouri. This is a correct statement, and after implementing these recommendations, the results of the increase of inflow into the city should be tracked to analyze its success.

### ***1. Conducting a Survey at the Trade Show (See Appendix D)***

A short survey should be conducted at the Joint Event Planners Trade Show to get further information and opinions on how Rolla can be more effective at marketing, they will need to keep the survey short and to offer incentives for filling it out. This information can supplement the current research and further optimize the Chamber's marketing strategy. A list of possible survey questions is provided in Appendix D.

### ***2. Revamp Websites and Conduct Usability Testing***

Most event planners look at the city website when booking an event. First, in order to cater towards these planners, revamping the website to include the important information that an event planner looks for in a website is necessary. Second, a usability test should be conducted to see if the current site displays the information in a way that is intuitive, attractive, and appropriately informational. The Missouri University of Science and Technology holds classes specific to this topic in the Business and Information Department, so contacting for website or further marketing assistance is recommended.

### ***3. Evaluate Restaurant Locations***

Evaluate the locations and the number of restaurant locations to determine if they meet the criteria of the event planners. Lunch locations was the main type of restaurant needed for a conference, so ensure that there are enough locations within walking distance of event venues. If there are enough, then determining a strategy to ensure the event planners at the Joint Event Planners Trade Show understand this. (See Recommendation on Closing the Information Gap)

### ***4. Offering Complementary City Hotel Rooms***

To capture the most preferred promotional item, it is recommended to raffle off some complementary city hotel rooms at the Joint Event Planners Trade Show. It was very evident in the research that offering a complementary room in the city would help attract more event planners to the area. This is a great idea, and it could possibly be integrated into the short survey given at the trade show. It is suggested to offer a free hotel room in the city, a gift certificate for local shops or restaurants, or a free booking at a venue as a prize in the survey raffle.

### ***5. Closing the Information Gap***

There could possibly be a gap between the number of facilities, their size, and their variability between the city and the event planners. It is suggested to find ways to close this gap by addressing the issues immediately at the Joint Event Planners Trade Show.

One way to do this is through a Fact/Myth flier that gives the Myths associated with event planning in Rolla, and gives a very positive outlook on the city.

All of these recommendations are based on the responses of the 103 participants of the survey that was discussed at the beginning of this report. The hypothesis was proven to be true: The Rolla Chamber of Commerce can improve their marketing efforts to attract more events to the city.

### **Acknowledgements**

I would like to thank Dr. Bonnie Bachman, my research advisor, for helping me through the research process. I would also like to thank Dr. Ralph Hanke, Christina Els, Taylor Keal, and David Huskisson, for giving their advice while I was still in the beginning stages of work. Thank you to the respondents of the survey as well. Also, my gratitude is great towards the Rolla Chamber of Commerce, specifically Aimee Campbell and Stevie Kears for all of their efforts. I hope that this helps!

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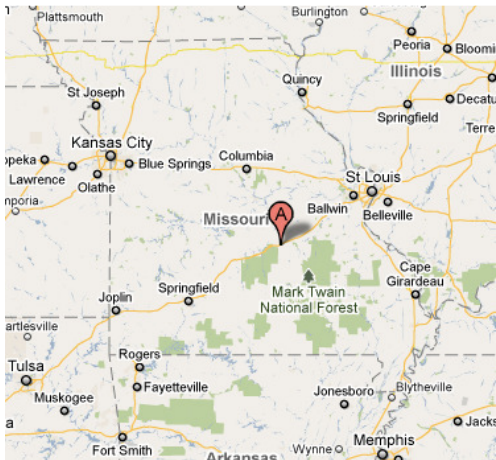
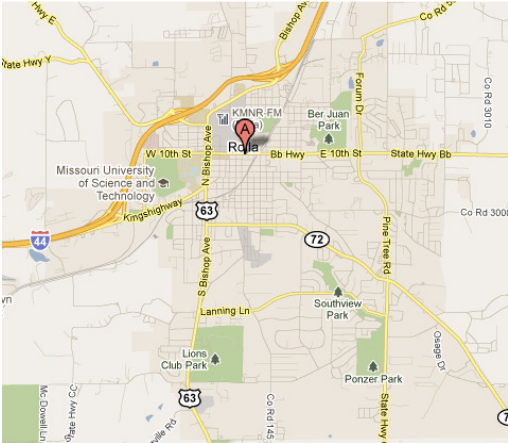
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**Appendix**

**Appendix A-Maps of Rolla**



*Images from Google Maps.*

## Appendix B-Survey

## Conference Questionnaire



This is a short questionnaire that is created for Missouri University of Science and Technology research purposes. The questions are intended for a new business development research paper where the Rolla Chamber of Commerce will get direct feedback on how to better attract more conferences and events to the area. The answers will also be compiled into a report for a Missouri S&T student's Honors Thesis project. Please contact Rebecca at [mmmzdd@mst.edu](mailto:mmmzdd@mst.edu) if you have any questions or comments.

\* Required

**Are you a male or female? \***

- Male  
 Female

**What is your age range? \***

- 0-19  
 20-29  
 30-39  
 40-49  
 50-59  
 60+  
 I wish not to answer.

**Are you self-employed or do you work for an event scheduling company? \***

- Self-Employed  
 Employed by a company for event scheduling.  
 I am employed, and I plan events for the company when needed.  
 Other:

**In what area do you live? \***

*All of these answers are in Missouri. If you reside outside of Missouri, please choose the "other" button and put your city and state.*

- St. Louis Area  
 Kansas City Area  
 Jefferson City  
 Columbia  
 Rolla  
 Other:

**How many conferences or events a year do you book or plan? \***

- 1-9  
 10-19  
 20-29  
 30-39  
 40-49  
 50+  
 I do not book conferences or events.

[Continue »](#)

**How likely are you to book events in the following cities during 2011? \***

	Very Unlikely	Unlikely	Neutral	Likely	Very Likely
St. Louis Area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kansas City Area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jefferson City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Columbia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rolla	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**What types of restaurants are usually sought after when you book an event? \****Check all that apply.*

- Chinese  
 Italian  
 Breakfast  
 Lunch  
 Fast Food  
 Up-Scale Dining  
 Thai  
 Indian  
 Other:

**How likely are you to book the following? \***

	Very Unlikely	Unlikely	Neutral	Likely	Very Likely
Education Related	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Related	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trade Shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conventions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health/Hospital Related	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government Related	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Who usually chooses the location of the venue? \***

- Event Coordinator (You)  
 Customer (Company)  
 Other:

**What promotional items do you respond best to? \***

*Choose all that apply. Remember that this is not marketing that you do, but instead marketing that the city does.*

- Pens with Logo and City on it
- Apparel
- Key Chains
- Drawings
- Complimentary Room in the City
- Video of Facilities
- Other:

**What city marketing do you respond well to? \***

*Choose all that apply. Remember that this is not marketing that you do, but instead marketing that the city does.*

- Fliers
- Personal Phone Calls
- Commercials
- Post Cards
- Magazine
- E-mails
- Brochures
- Packets with various city information
- Other:

**If you subscribe (paid or unpaid) to any magazines or journals, please list them here.**

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## *Importance*



**How important are the following when booking a venue in a specific area? \***

	Unimportant	Nice, but not necessary	Neutral	Somewhat Important	Important
Small Population	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medium Population	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Large Population	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping Areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Swimming Pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Large Selection of Restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Night Life (Clubs/Bars)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Popularity of the City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Centrally Located	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timing with a Local Event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**What features do you look for in the facility that you are booking? \***

	Unimportant	Nice, but not necessary	Neutral	Somewhat Important	Important
Facility located in a hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facility located near a hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessible to Meeting Rooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Catering Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pre-Decorated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pre-set up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Within walking distance of restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Within walking distance of shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has Wi-fi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provides in-house laptops for use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has video/audio conferencing capabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has Banquet Dining facilities in building	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please list any other factors that are important in your decision-making about facilities or city.

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## Rolla



Have you heard of Rolla? \*

- Yes
- No

Do you have a positive association with Rolla? \*

Do you promote Rolla when you book events? \*

What changes could be made in Rolla that would attract more of your company's business? \*

*Check all that apply.*

- Add more restaurants
- Build a conference center
- Have more hotels
- Add more night life
- Add more variety of restaurants (ie ethnic food)
- Expand Conference Facilities
- Increase variety of the brands of hotels
- Increase capacity of hotels
- Increase capacity of facilities
- Have more family activities
- Have more city transportation
- Add a Park
- Other:

Please list any other comments that you have about Rolla.

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Do you look at a city website when making a decision on where to hold an event? \*

- Yes
- No

## City Website



Which items are important to you on a city website? Please rank these according to importance. \*

	Unimportant	Nice, but not necessary	Neutral	Somewhat Important	Very Important
Having Hotels and Their Phone Numbers Listed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having Available Conference Rooms and sizes listed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having Local Florists Listed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having Local Caterers Listed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having Local Parks Listed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having Local Restaurants listed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having feedback from previous events posted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a tab just for event planners that includes all relevant information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Showing the local events and when they occur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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When you are choosing a hotel for an event, please rank the following according to importance.

	Unimportant	Nice, but not necessary	Neutral	Somewhat Important	Very Important
Mini Convenience Store Inside	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indoor Pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fitness Room	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Allows Smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has Free Wi-fi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## End of Questionnaire



### What did you think about the format of the survey?

*This is the last question. :) I'm just hoping for feedback on my survey-giving skills.*

- It was easy.
- It was hard.
- It was short.
- It was long.
- It took me less than 10 min.
- It took me more than 10 min.
- I like taking surveys.
- I don't like taking surveys.
- Other:

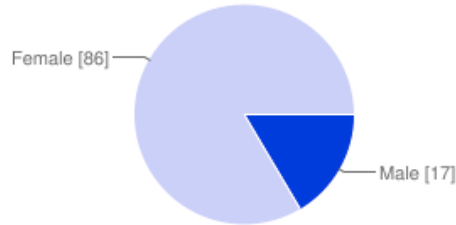
[« Back](#) [Submit](#)



## Appendix C-Survey Results

1.

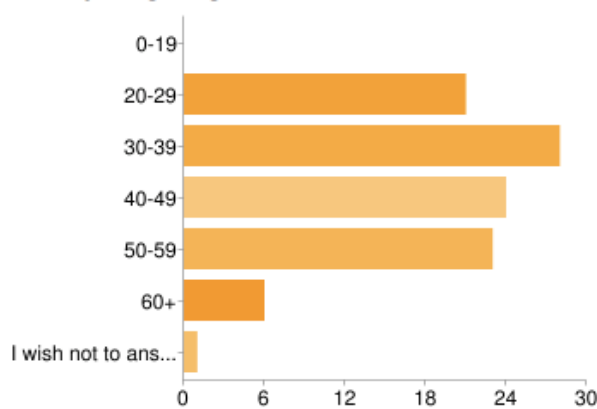
### Are you a male or female



Male	17	17%
Female	86	83%

2.

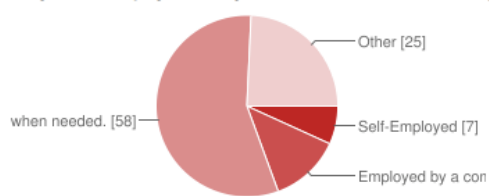
### What is your age range?



0-19	0	0%
20-29	21	20%
30-39	28	27%
40-49	24	23%
50-59	23	22%
60+	6	6%
I wish not to answer.	1	1%

3.

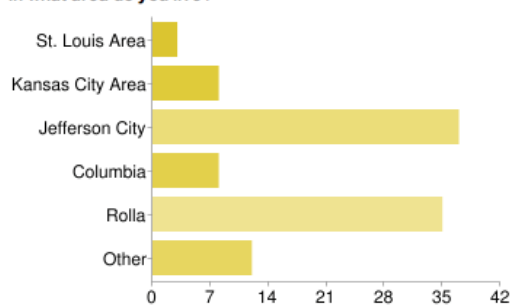
### Are you self-employed or do you work for an event scheduling company?



Self-Employed	7	7%
Employed by a company for event scheduling.	13	13%
I am employed, and I plan events for the company when needed.	58	56%
Other	25	24%

4.

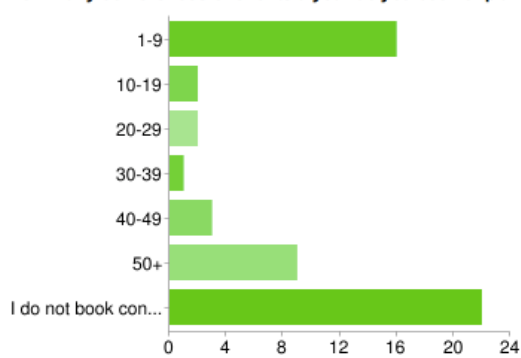
**In what area do you live?**



St. Louis Area	<b>3</b>	3%
Kansas City Area	<b>8</b>	8%
Jefferson City	<b>37</b>	36%
Columbia	<b>8</b>	8%
Rolla	<b>35</b>	34%
Other	<b>12</b>	12%

5.

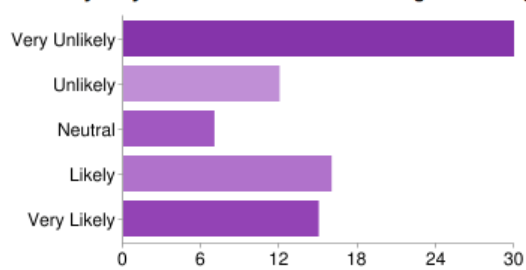
**How many conferences or events a year do you book or plan?**



1-9	<b>16</b>	16%
10-19	<b>2</b>	2%
20-29	<b>2</b>	2%
30-39	<b>1</b>	1%
40-49	<b>3</b>	3%
50+	<b>9</b>	9%
I do not book conferences or events.	<b>22</b>	21%

6.

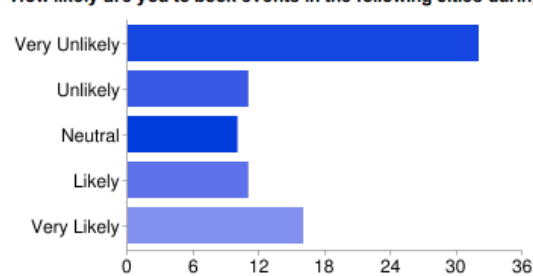
**How likely are you to book events in the following cities during 2011? - St. Louis Area**



Very Unlikely	<b>30</b>	29%
Unlikely	<b>12</b>	12%
Neutral	<b>7</b>	7%
Likely	<b>16</b>	16%
Very Likely	<b>15</b>	15%

7.

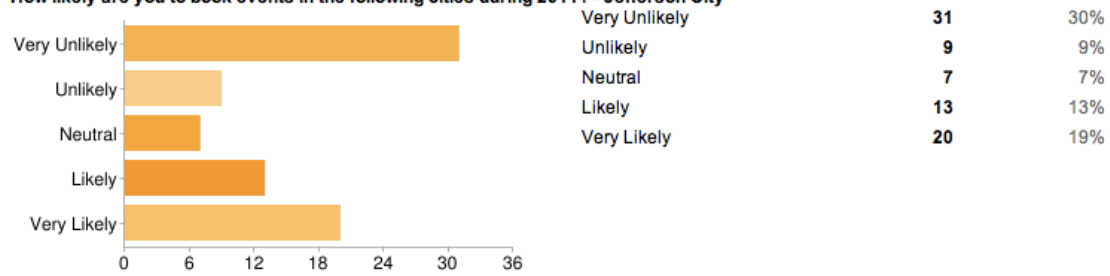
**How likely are you to book events in the following cities during 2011? - Kansas City Area**



Very Unlikely	<b>32</b>	31%
Unlikely	<b>11</b>	11%
Neutral	<b>10</b>	10%
Likely	<b>11</b>	11%
Very Likely	<b>16</b>	16%

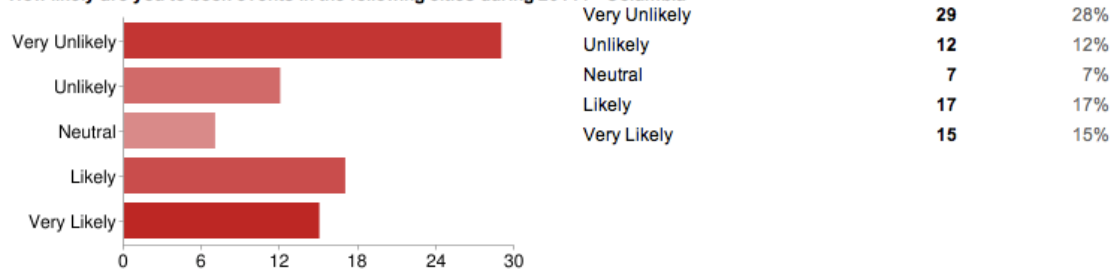
8.

**How likely are you to book events in the following cities during 2011? - Jefferson City**



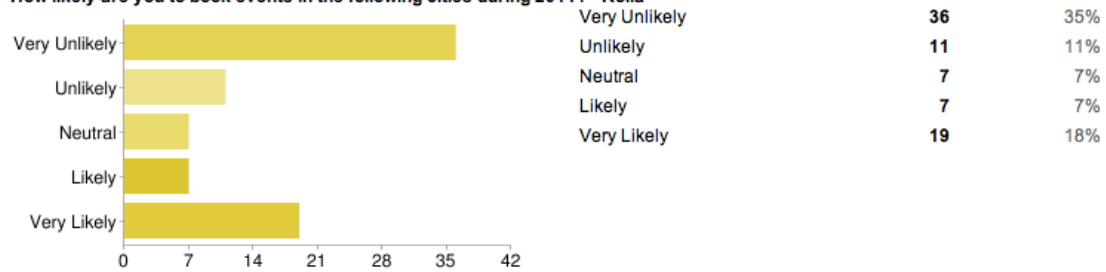
9.

**How likely are you to book events in the following cities during 2011? - Columbia**



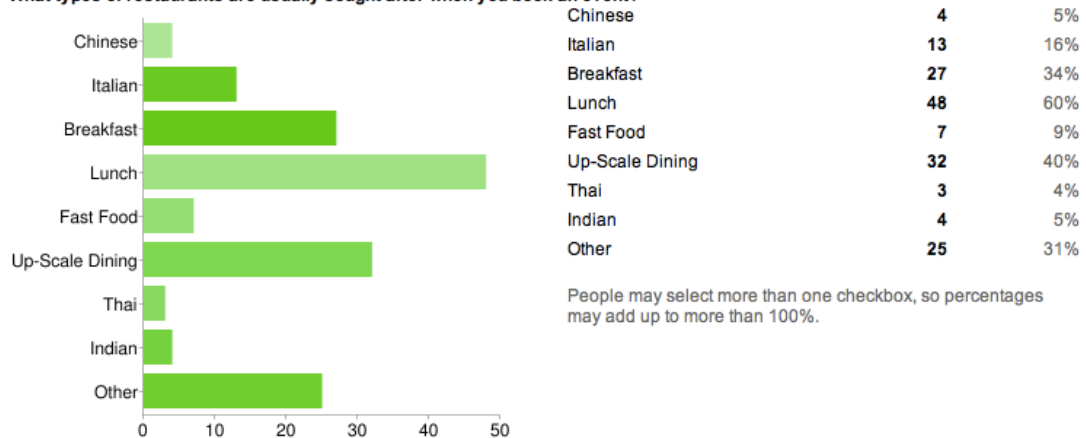
9.

**How likely are you to book events in the following cities during 2011? - Rolla**



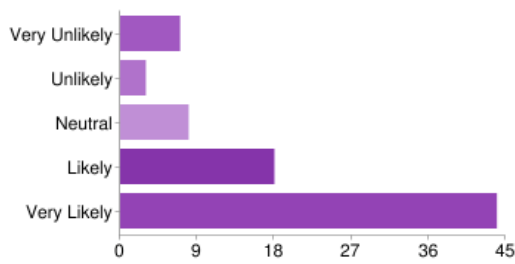
10.

**What types of restaurants are usually sought after when you book an event?**



11.

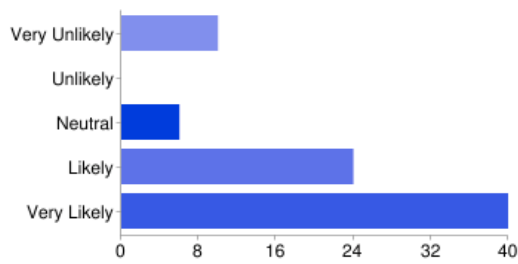
**How likely are you to book the following? - Education Related**



Very Unlikely	<b>7</b>	7%
Unlikely	<b>3</b>	3%
Neutral	<b>8</b>	8%
Likely	<b>18</b>	17%
Very Likely	<b>44</b>	43%

12.

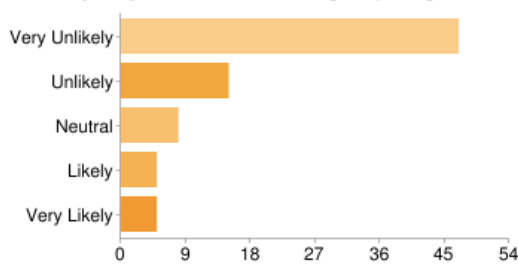
**How likely are you to book the following? - Business Related**



Very Unlikely	<b>10</b>	10%
Unlikely	<b>0</b>	0%
Neutral	<b>6</b>	6%
Likely	<b>24</b>	23%
Very Likely	<b>40</b>	39%

13.

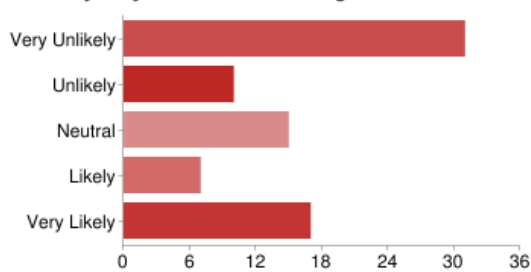
**How likely are you to book the following? - Sporting Events**



Very Unlikely	<b>47</b>	46%
Unlikely	<b>15</b>	15%
Neutral	<b>8</b>	8%
Likely	<b>5</b>	5%
Very Likely	<b>5</b>	5%

14.

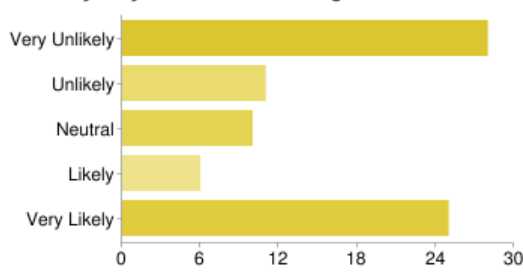
**How likely are you to book the following? - Trade Shows**



Very Unlikely	<b>31</b>	30%
Unlikely	<b>10</b>	10%
Neutral	<b>15</b>	15%
Likely	<b>7</b>	7%
Very Likely	<b>17</b>	17%

15.

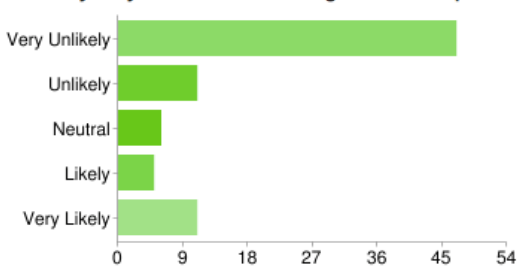
**How likely are you to book the following? - Conventions**



Very Unlikely	<b>28</b>	27%
Unlikely	<b>11</b>	11%
Neutral	<b>10</b>	10%
Likely	<b>6</b>	6%
Very Likely	<b>25</b>	24%

16.

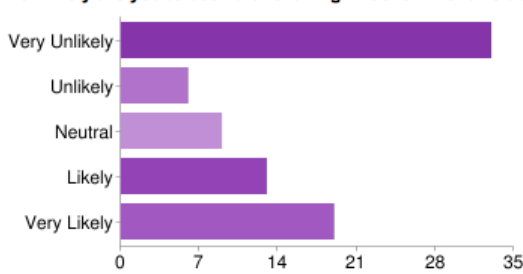
**How likely are you to book the following? - Health/Hospital Related**



Very Unlikely	<b>47</b>	46%
Unlikely	<b>11</b>	11%
Neutral	<b>6</b>	6%
Likely	<b>5</b>	5%
Very Likely	<b>11</b>	11%

17.

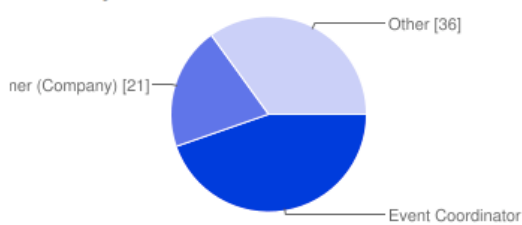
**How likely are you to book the following? - Government Related**



Very Unlikely	<b>33</b>	32%
Unlikely	<b>6</b>	6%
Neutral	<b>9</b>	9%
Likely	<b>13</b>	13%
Very Likely	<b>19</b>	18%

18.

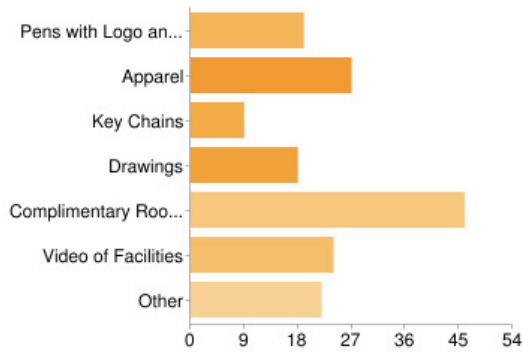
**Who usually chooses the location of the venue?**



Event Coordinator (You)	<b>46</b>	45%
Customer (Company)	<b>21</b>	20%
Other	<b>36</b>	35%

19.

**What promotional items do you respond best to?**

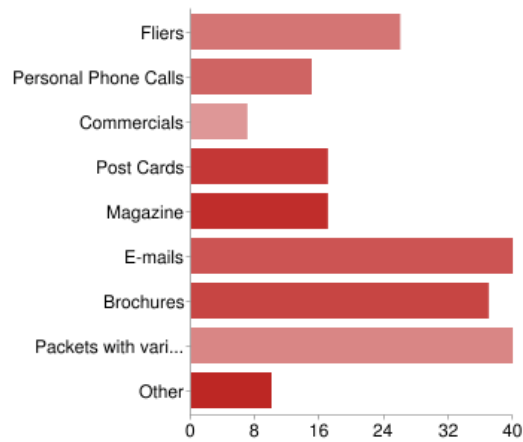


Pens with Logo and City on it	<b>19</b>	24%
Apparel	<b>27</b>	34%
Key Chains	<b>9</b>	11%
Drawings	<b>18</b>	23%
Complimentary Room in the City	<b>46</b>	57%
Video of Facilities	<b>24</b>	30%
Other	<b>22</b>	28%

People may select more than one checkbox, so percentages may add up to more than 100%.

20.

**What city marketing do you respond well to?**

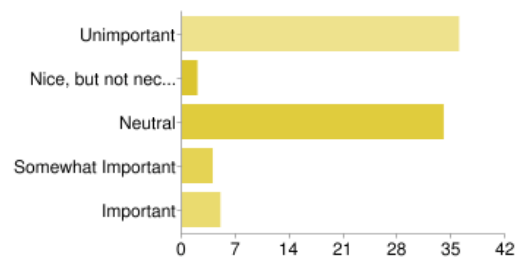


Fliers	<b>26</b>	33%
Personal Phone Calls	<b>15</b>	19%
Commercials	<b>7</b>	9%
Post Cards	<b>17</b>	21%
Magazine	<b>17</b>	21%
E-mails	<b>40</b>	50%
Brochures	<b>37</b>	46%
Packets with various city information	<b>40</b>	50%
Other	<b>10</b>	13%

People may select more than one checkbox, so percentages may add up to more than 100%.

21.

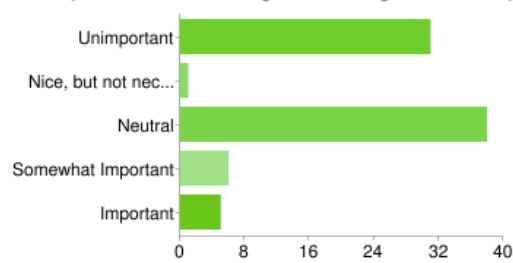
**How important are the following when booking a venue in a specific area? - Small Population**



Unimportant	<b>36</b>	35%
Nice, but not necessary	<b>2</b>	2%
Neutral	<b>34</b>	33%
Somewhat Important	<b>4</b>	4%
Important	<b>5</b>	5%

22.

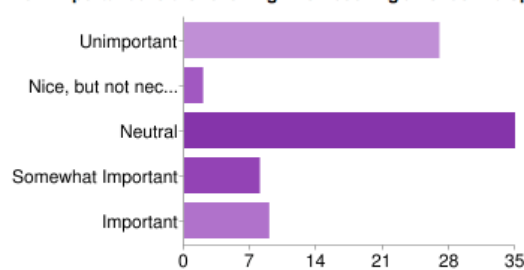
**How important are the following when booking a venue in a specific area? - Medium Population**



Unimportant	<b>31</b>	30%
Nice, but not necessary	<b>1</b>	1%
Neutral	<b>38</b>	37%
Somewhat Important	<b>6</b>	6%
Important	<b>5</b>	5%

23.

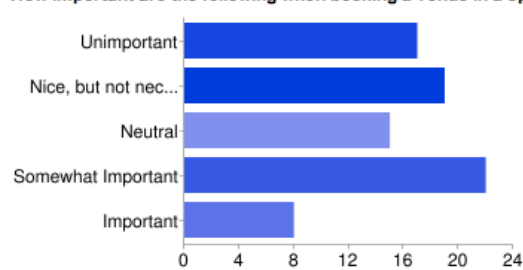
**How important are the following when booking a venue in a specific area? - Large Population**



Unimportant	<b>27</b>	26%
Nice, but not necessary	<b>2</b>	2%
Neutral	<b>35</b>	34%
Somewhat Important	<b>8</b>	8%
Important	<b>9</b>	9%

24.

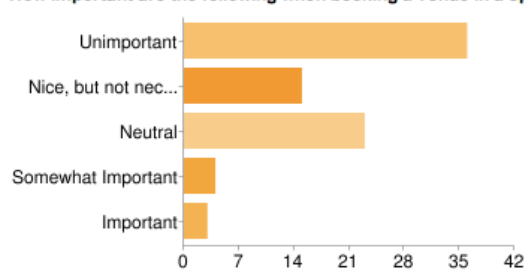
**How important are the following when booking a venue in a specific area? - Shopping Areas**



Unimportant	<b>17</b>	17%
Nice, but not necessary	<b>19</b>	18%
Neutral	<b>15</b>	15%
Somewhat Important	<b>22</b>	21%
Important	<b>8</b>	8%

25.

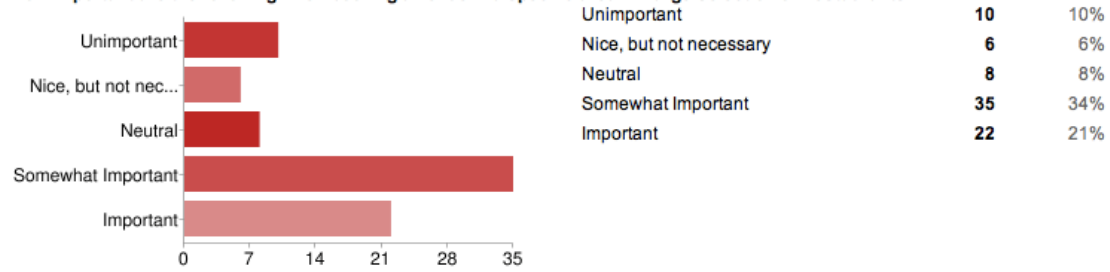
**How important are the following when booking a venue in a specific area? - Local Swimming Pool**



Unimportant	<b>36</b>	35%
Nice, but not necessary	<b>15</b>	15%
Neutral	<b>23</b>	22%
Somewhat Important	<b>4</b>	4%
Important	<b>3</b>	3%

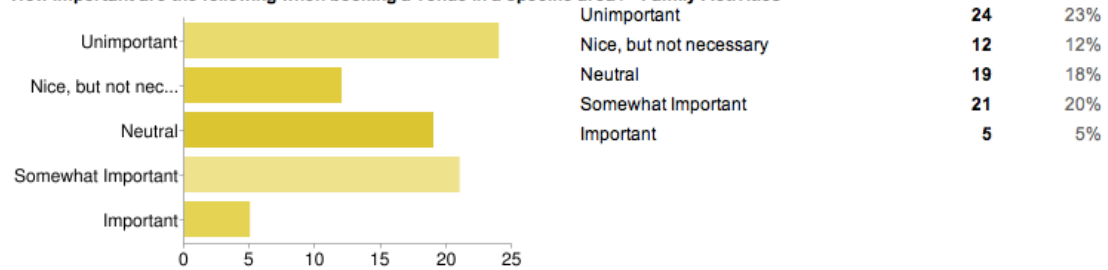
26.

**How important are the following when booking a venue in a specific area? - Large Selection of Restaurants**



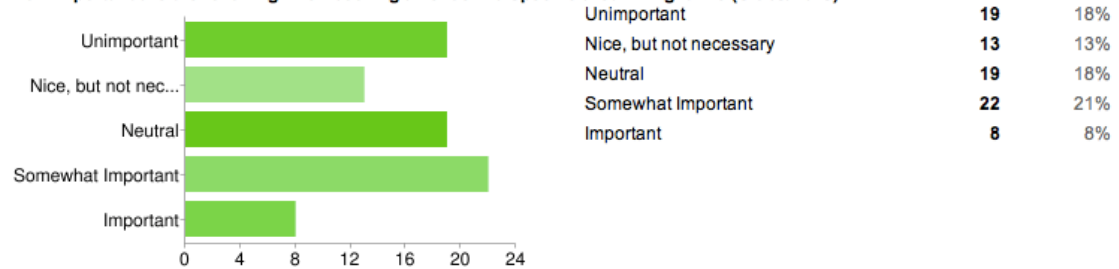
27.

**How important are the following when booking a venue in a specific area? - Family Activities**



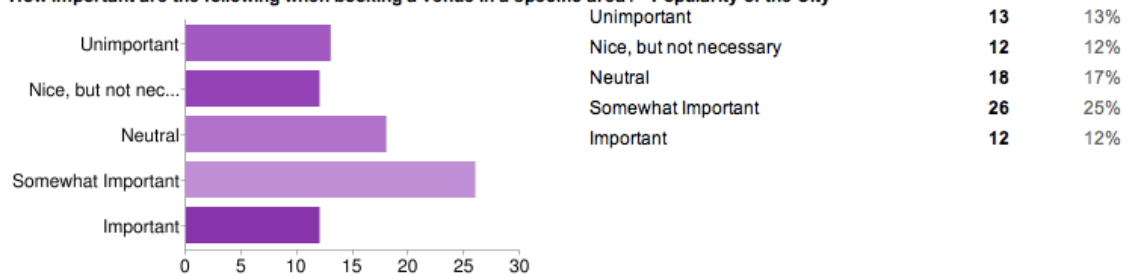
28.

**How important are the following when booking a venue in a specific area? - Night Life (Clubs/Bars)**



29.

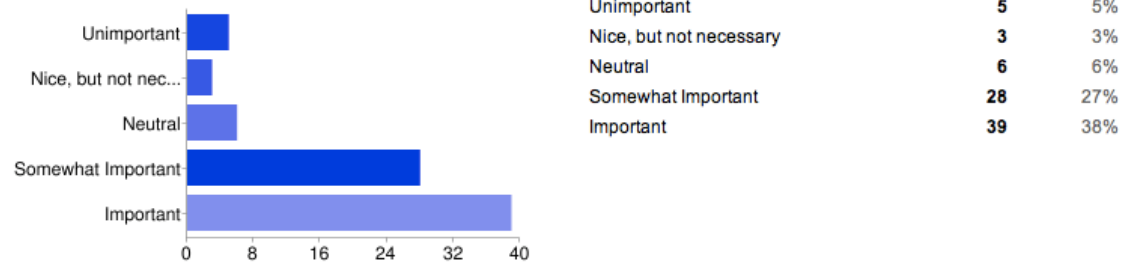
**How important are the following when booking a venue in a specific area? - Popularity of the City**





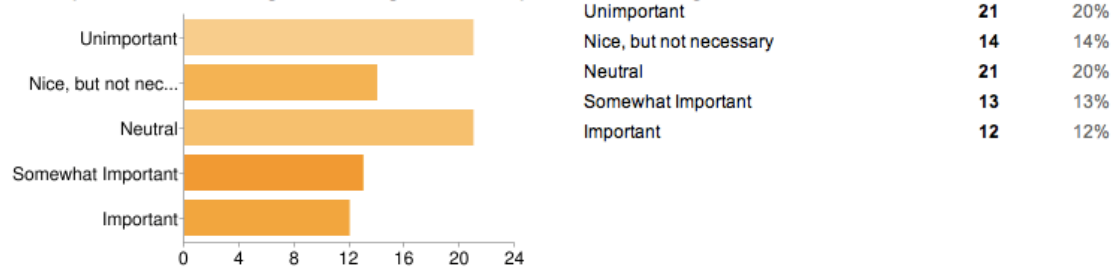
30.

**How important are the following when booking a venue in a specific area? - Centrally Located**



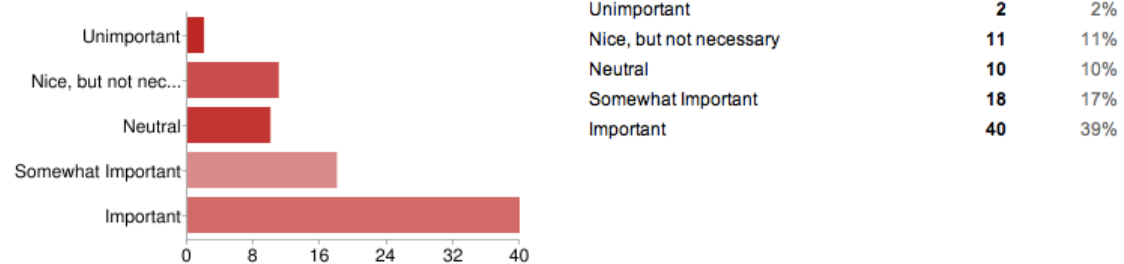
31.

**How important are the following when booking a venue in a specific area? - Timing with a Local Event**



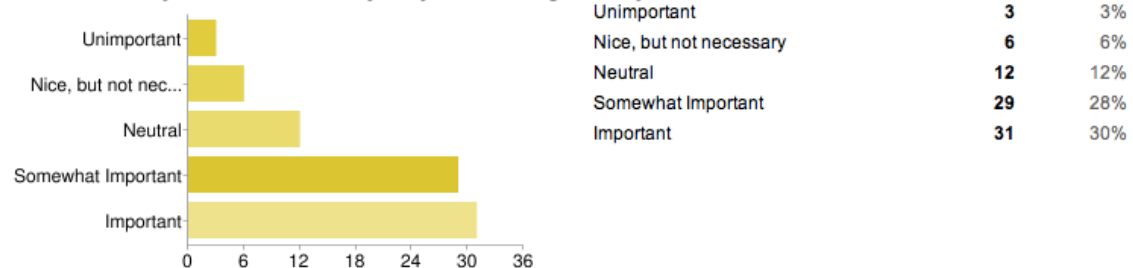
32.

**What features do you look for in the facility that you are booking? - Facility located in a hotel**



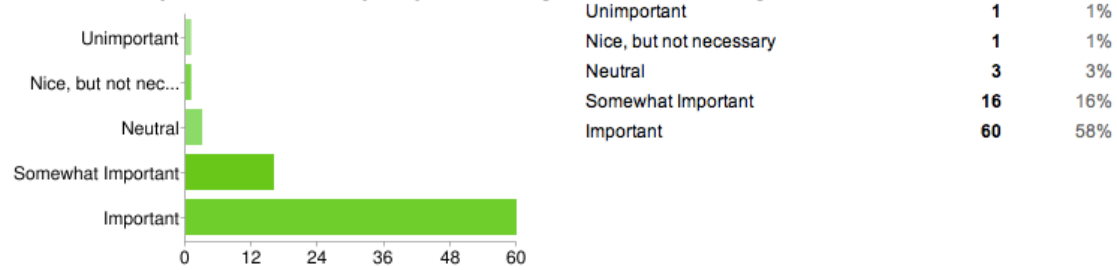
33.

**What features do you look for in the facility that you are booking? - Facility located near a hotel**



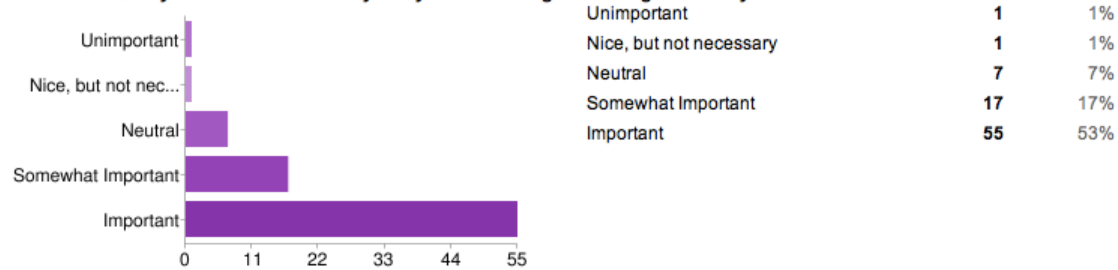
34.

**What features do you look for in the facility that you are booking? - Accessible to Meeting Rooms**



35.

**What features do you look for in the facility that you are booking? - Catering Availability**



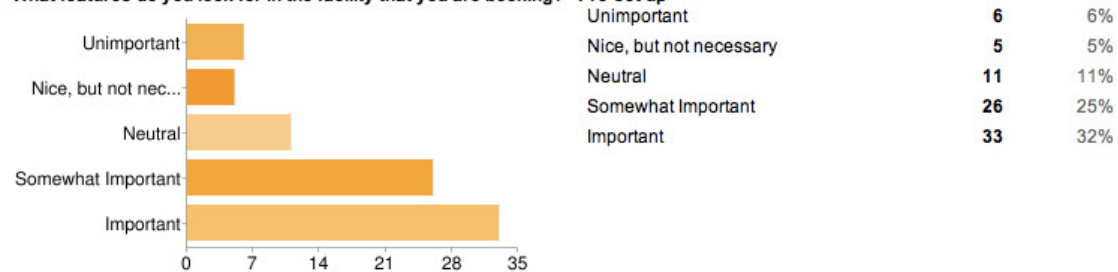
36.

**What features do you look for in the facility that you are booking? - Pre-Decorated**

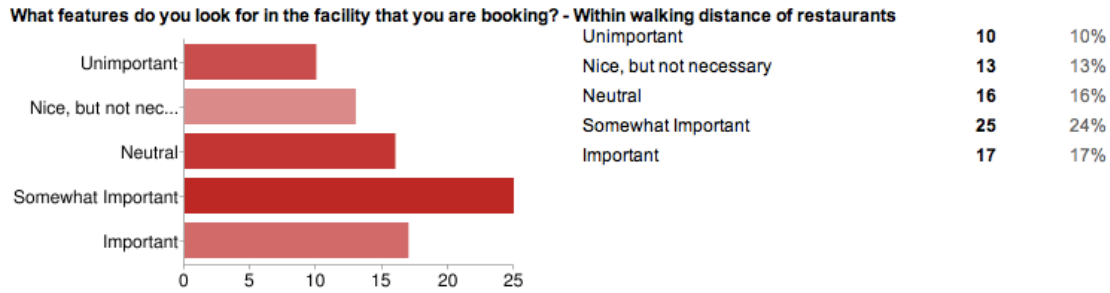


37.

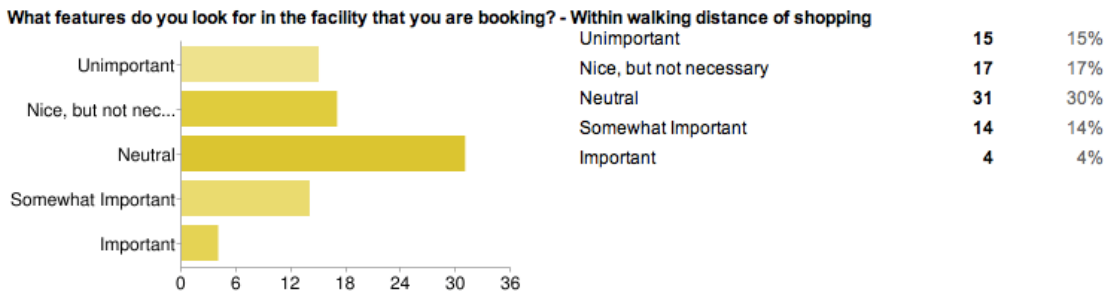
**What features do you look for in the facility that you are booking? - Pre-set up**



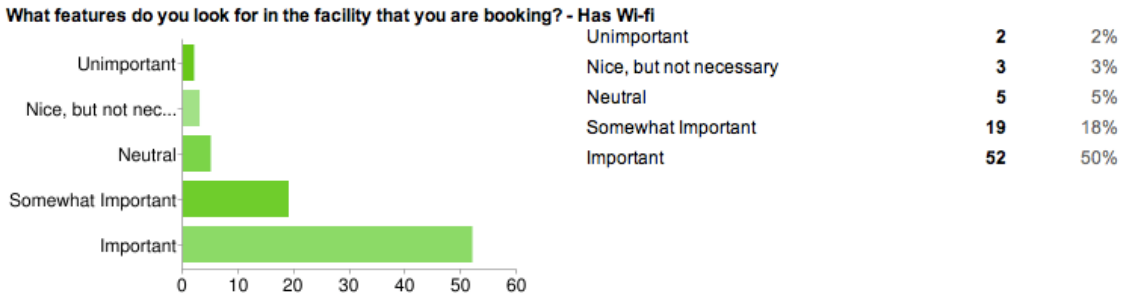
38.



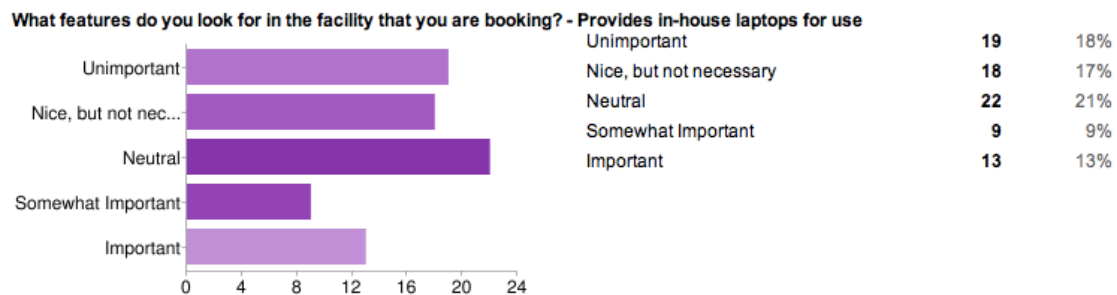
39.



40.

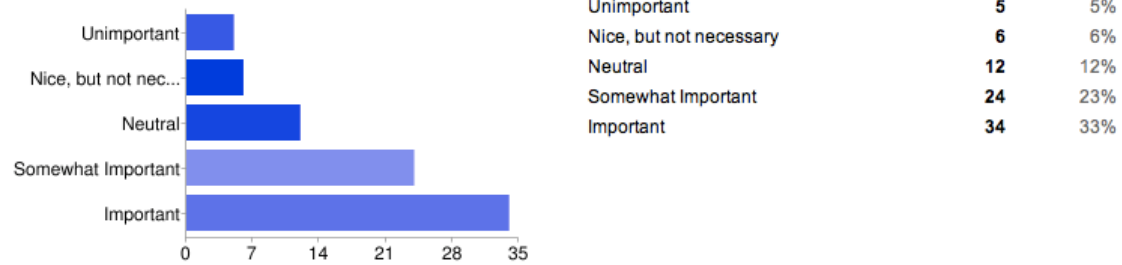


41.



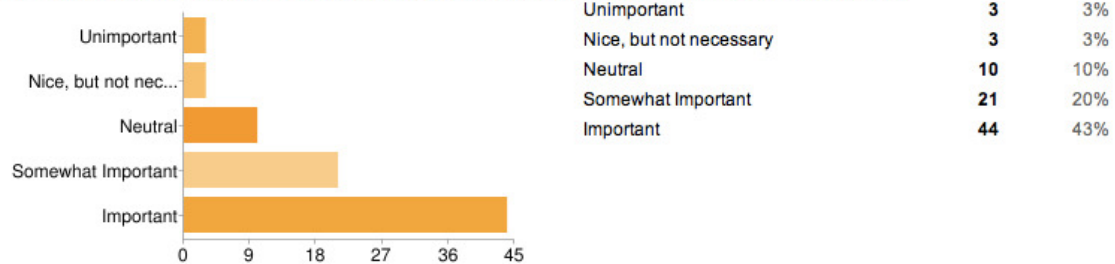
42.

**What features do you look for in the facility that you are booking? - Has video/audio conferencing capabilities**



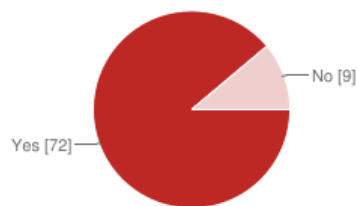
43.

**What features do you look for in the facility that you are booking? - Has Banquet Dining facilities in building**



44.

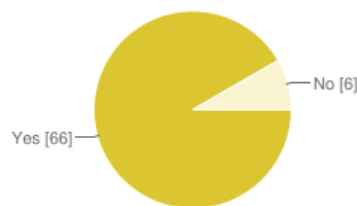
**Have you heard of Rolla, Missouri?**



Yes	72	70%
No	9	9%

45.

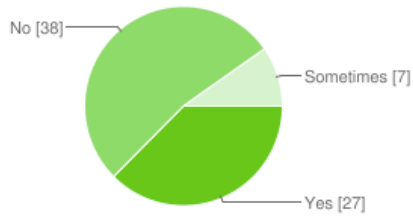
**Do you have a positive association with Rolla?**



Yes	66	64%
No	6	6%

46.

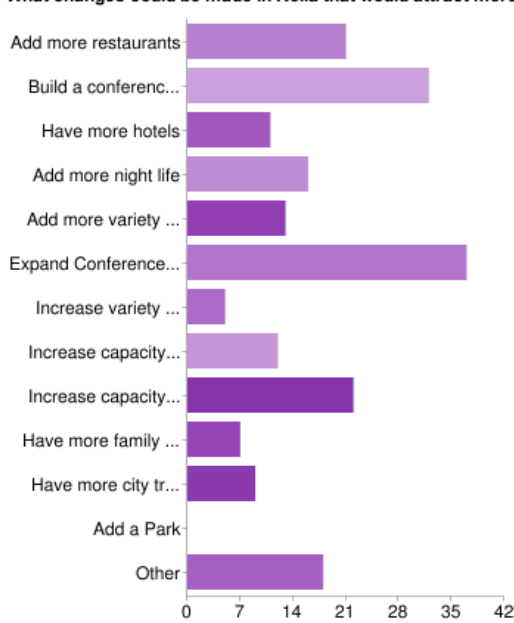
**Do you promote Rolla when you book events?**



Yes	<b>27</b>	26%
No	<b>38</b>	37%
Sometimes	<b>7</b>	7%

47.

**What changes could be made in Rolla that would attract more of your company's business?**

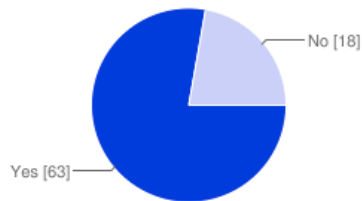


Add more restaurants	<b>21</b>	29%
Build a conference center	<b>32</b>	44%
Have more hotels	<b>11</b>	15%
Add more night life	<b>16</b>	22%
Add more variety of restaurants (ie ethnic food)	<b>13</b>	18%
Expand Conference Facilities	<b>37</b>	51%
Increase variety of the brands of hotels	<b>5</b>	7%
Increase capacity of hotels	<b>12</b>	17%
Increase capacity of facilities	<b>22</b>	31%
Have more family activities	<b>7</b>	10%
Have more city transportation	<b>9</b>	13%
Add a Park	<b>0</b>	0%
Other	<b>18</b>	25%

People may select more than one checkbox, so percentages may add up to more than 100%.

48.

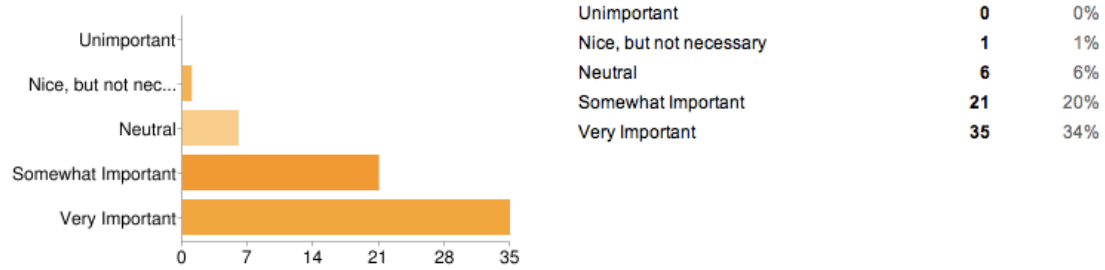
**Do you look at a city website when making a decision on where to hold an event?**



Yes	<b>63</b>	61%
No	<b>18</b>	17%

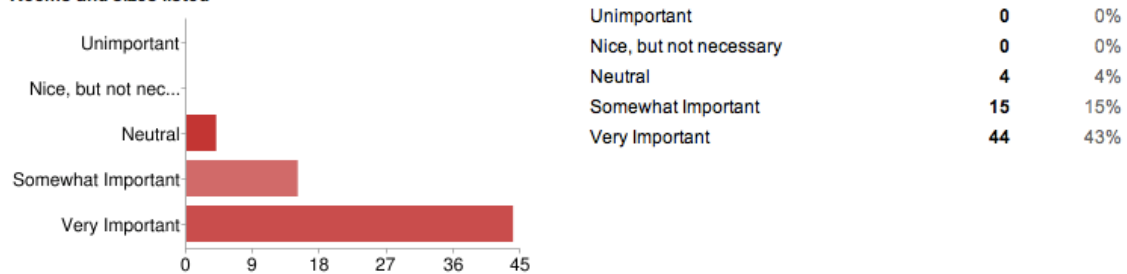
49.

Which items are important to you on a city website? Please rank these according to importance. - Having Hotels and Their Phone Numbers Listed



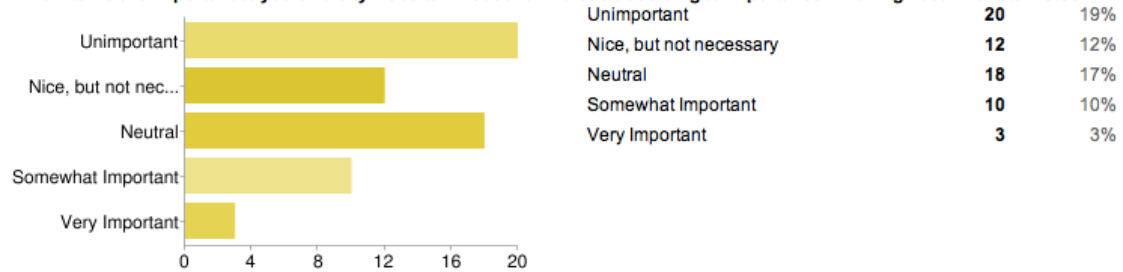
50.

Which items are important to you on a city website? Please rank these according to importance. - Having Available Conference Rooms and sizes listed



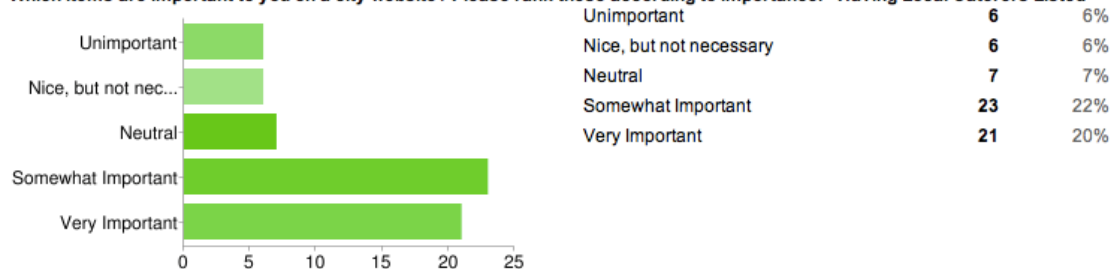
51.

Which items are important to you on a city website? Please rank these according to importance. - Having Local Florists Listed



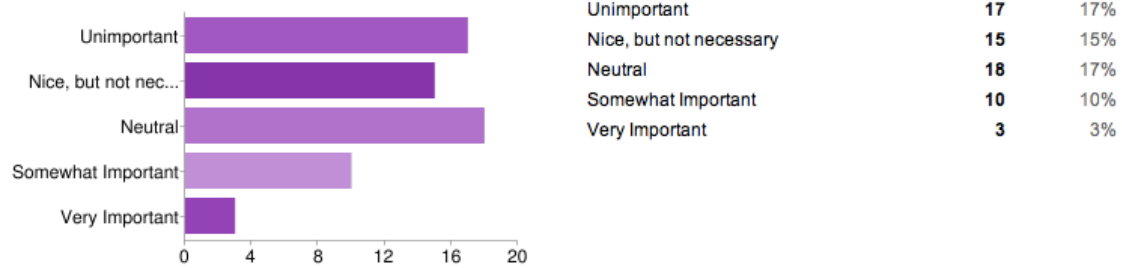
52.

Which items are important to you on a city website? Please rank these according to importance. - Having Local Caterers Listed



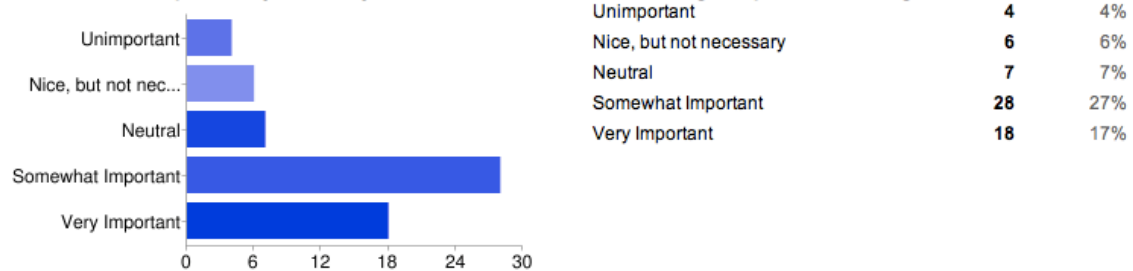
53.

Which items are important to you on a city website? Please rank these according to importance. - Having Local Parks Listed



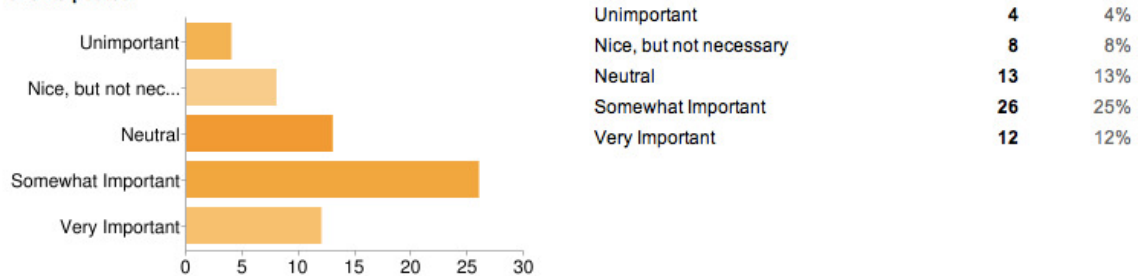
54.

Which items are important to you on a city website? Please rank these according to importance. - Having Local Restaurants listed



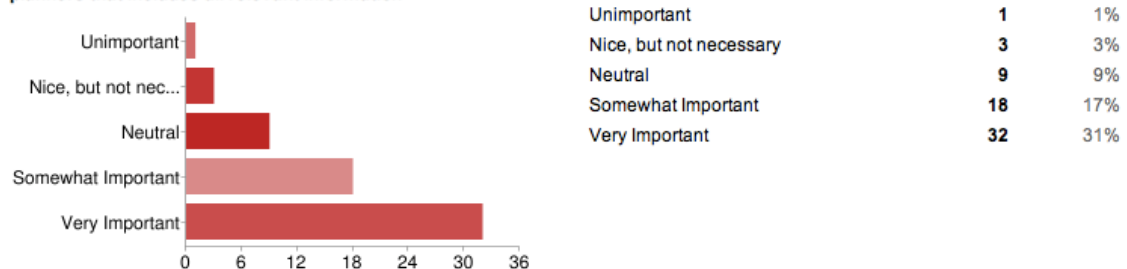
55.

Which items are important to you on a city website? Please rank these according to importance. - Having feedback from previous events posted



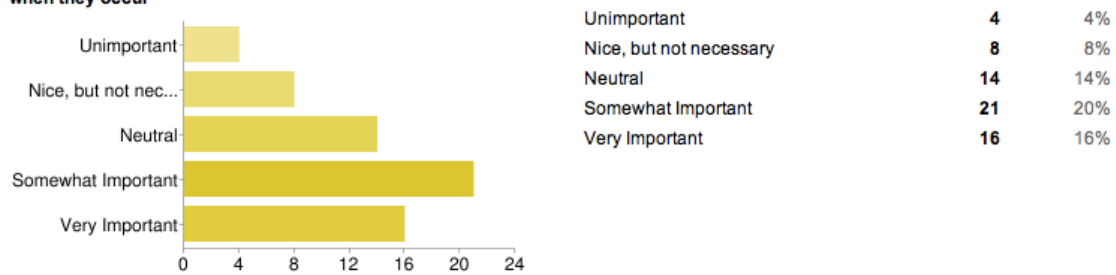
56.

Which items are important to you on a city website? Please rank these according to importance. - Having a tab just for event planners that includes all relevant information



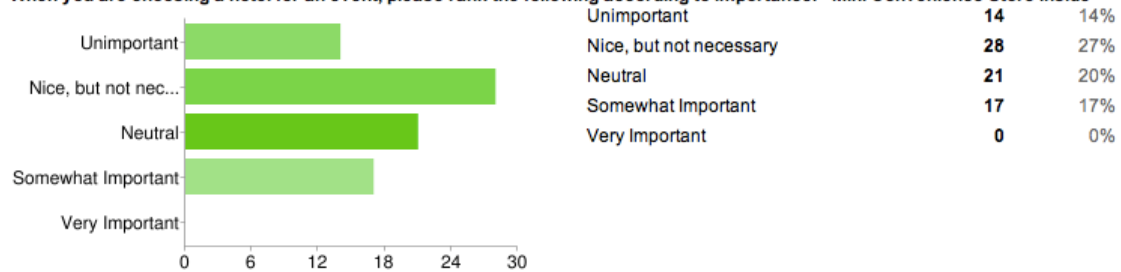
57.

**Which items are important to you on a city website? Please rank these according to importance. - Showing the local events and when they occur**



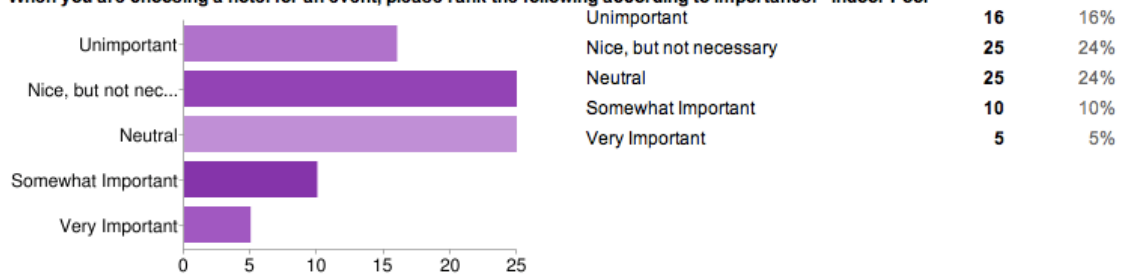
58.

**When you are choosing a hotel for an event, please rank the following according to importance. - Mini Convenience Store Inside**



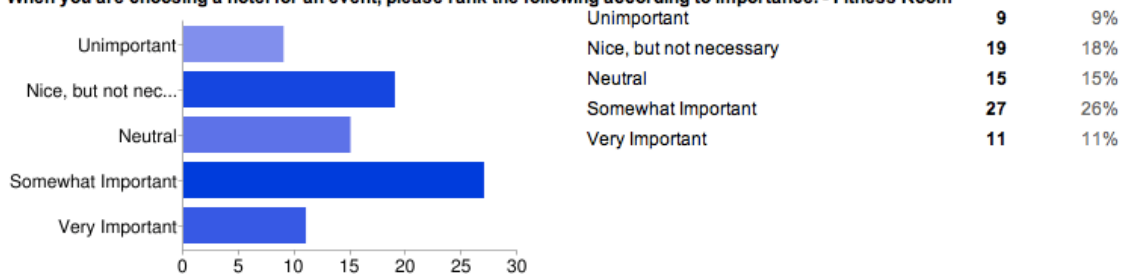
59.

**When you are choosing a hotel for an event, please rank the following according to importance. - Indoor Pool**



60.

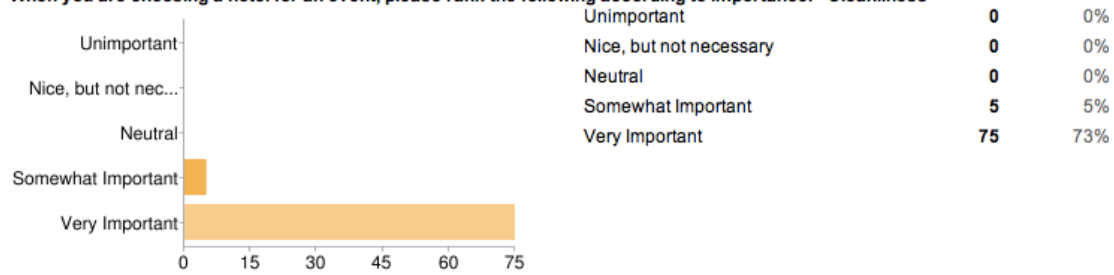
**When you are choosing a hotel for an event, please rank the following according to importance. - Fitness Room**



61.

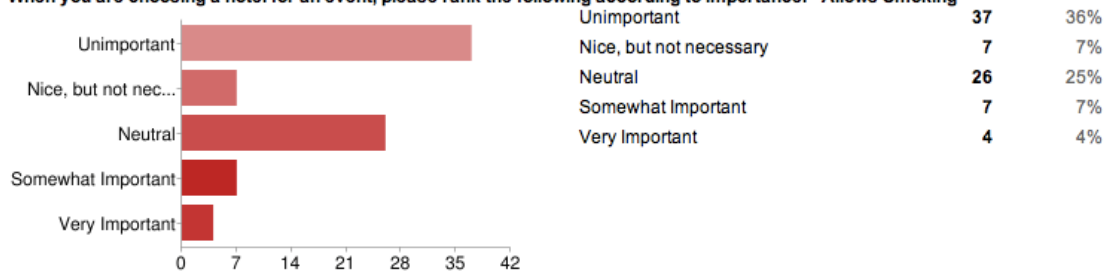


**When you are choosing a hotel for an event, please rank the following according to importance. - Cleanliness**



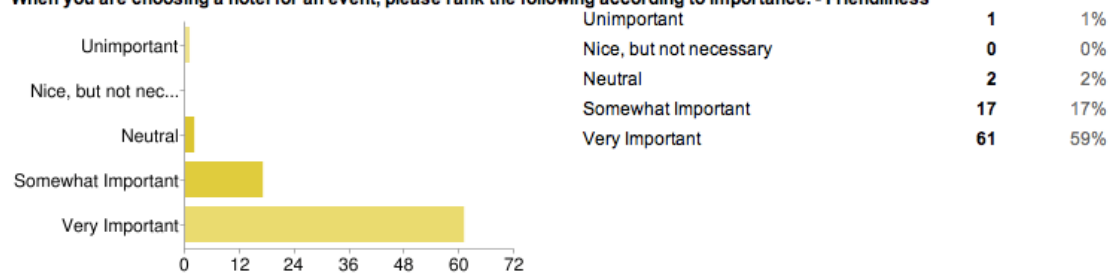
62.

**When you are choosing a hotel for an event, please rank the following according to importance. - Allows Smoking**



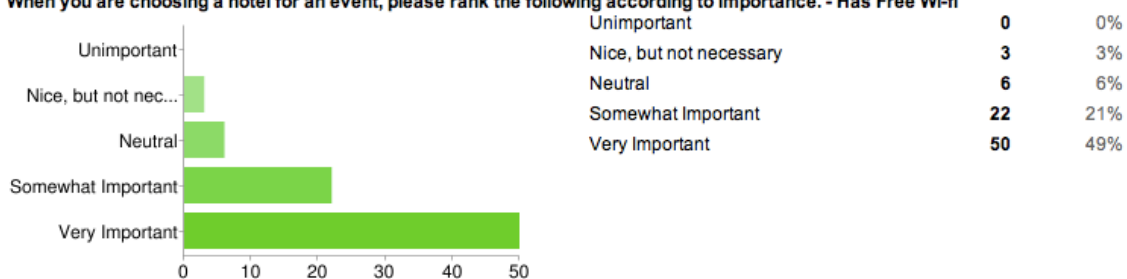
63.

**When you are choosing a hotel for an event, please rank the following according to importance. - Friendliness**



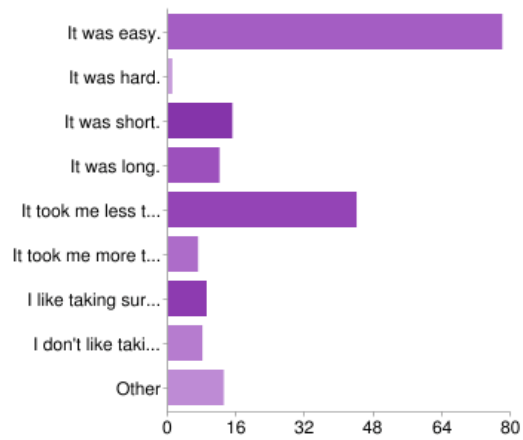
64.

**When you are choosing a hotel for an event, please rank the following according to importance. - Has Free Wi-fi**



65.

**What did you think about the format of the survey?**

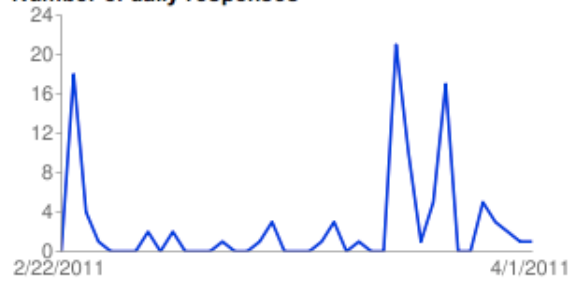


It was easy.	<b>78</b>	76%
It was hard.	<b>1</b>	1%
It was short.	<b>15</b>	15%
It was long.	<b>12</b>	12%
It took me less than 10 min.	<b>44</b>	43%
It took me more than 10 min.	<b>7</b>	7%
I like taking surveys.	<b>9</b>	9%
I don't like taking surveys.	<b>8</b>	8%
Other	<b>13</b>	13%

People may select more than one checkbox, so percentages may add up to more than 100%.

66.

**Number of daily responses**



## **Appendix D-Sample Survey Questions**

- Before today, have you heard of Rolla, Missouri? (Yes/No)
- What is your perception of Rolla? (Positive/Negative)
- When you think of Rolla, what is the first thought that comes to mind? (St. Pats, Missouri S&T, Shopping, ....)
- How likely are you to book an event in Rolla?
- What can Rolla add to make it more appealing to you?
- What comments do you have on our booth and marketing here today?