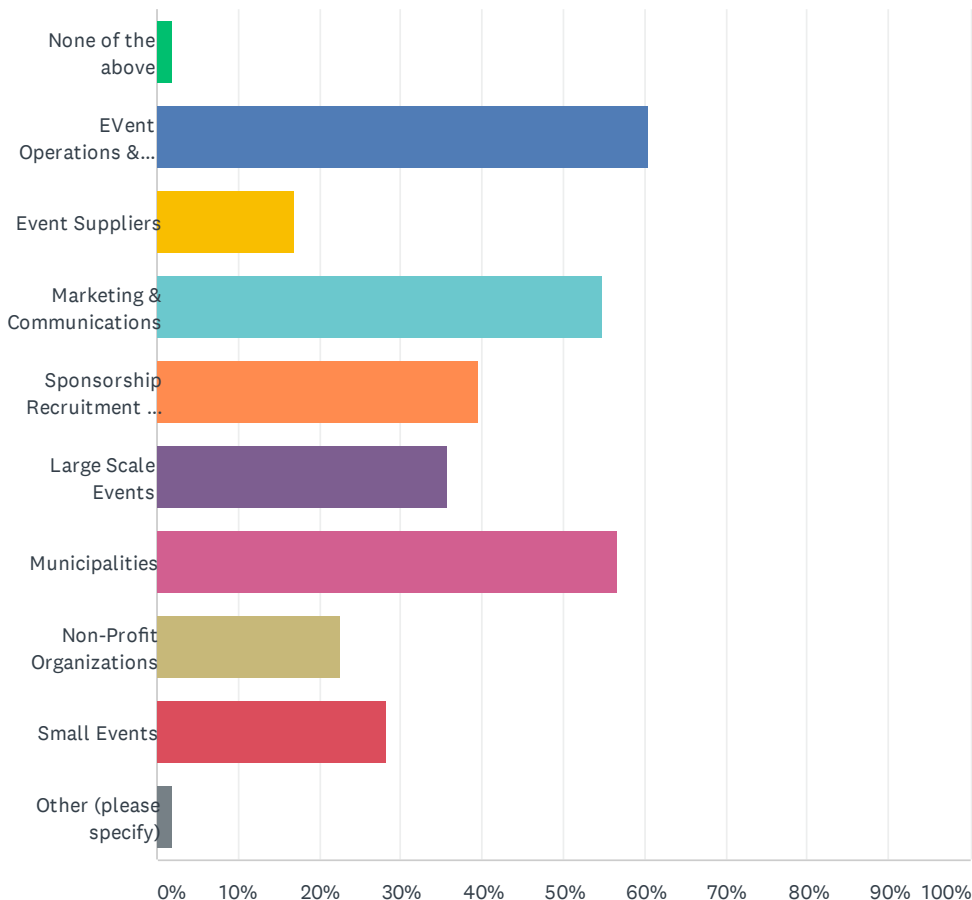


Q1 Would you be interested in a designated time to network and share ideas in a group roundtable session with your peers? If so, which group(s) would best fit you?

Answered: 53 Skipped: 0



ANSWER CHOICES	RESPONSES
None of the above	1.89% 1
Event Operations & Logistics	60.38% 32
Event Suppliers	16.98% 9
Marketing & Communications	54.72% 29
Sponsorship Recruitment & Retention	39.62% 21
Large Scale Events	35.85% 19
Municipalities	56.60% 30
Non-Profit Organizations	22.64% 12
Small Events	28.30% 15
Other (please specify)	1.89% 1
Total Respondents: 53	

2021 Speaker Questions

#	OTHER (PLEASE SPECIFY)	DATE
1	How to buy the the right talent for your events!	6/24/2021 7:40 PM

Q2 Are there any topics that you would like to discuss with your peers or colleagues in a group setting? Any challenges you would like to get feedback on?

Answered: 33 Skipped: 20

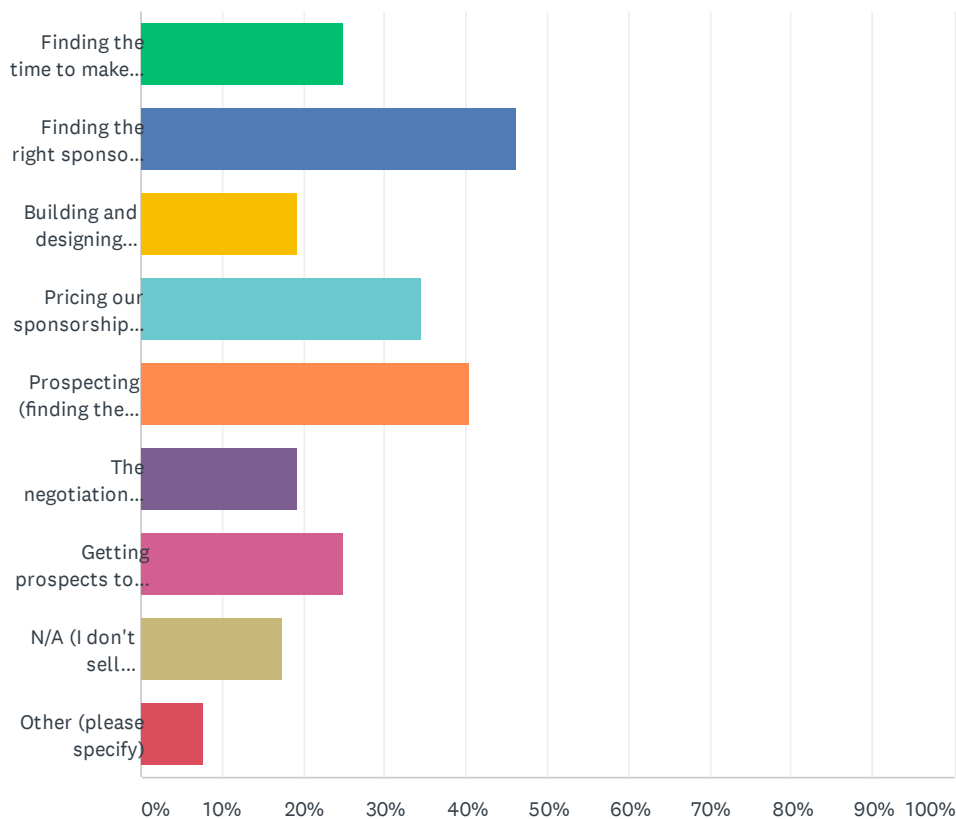
#	RESPONSES	DATE
1	Diversity / Inclusion on events.	6/29/2021 5:11 PM
2	Insurance	6/27/2021 1:00 PM
3	Right talent for your event! How to buy! Not to get ripped off!	6/24/2021 7:40 PM
4	I would like to discuss event logistics and planning.	6/23/2021 8:26 AM
5	How to write a sponsorship package	6/22/2021 2:23 PM
6	safety protocols of every sort, not just Covid-19 - crowd safety, active shooter, or like a crisis communications discussion about how to have a plan in place for every situation.	6/22/2021 8:13 AM
7	Sponsor opportunity, as the Event Manager, there is a designated role in which I have for the Special Events....there is a designated coworker who works on sponsorship, I am trying to get her more motivated, and trying to get our sponsors more interactive. Preventing the use of "low hanging fruit" if you will	6/21/2021 6:01 PM
8	Challenges: Restarting very interactive, live events in the wake of COVID. Particularly insurance and legal issues.	6/21/2021 4:14 PM
9	Music licensing (ASCAP, BMI, SESAC, GMR)	6/21/2021 4:01 PM
10	How do you deal with seriously high maintenance residents??	6/21/2021 3:18 PM
11	None	6/21/2021 2:49 PM
12	The integration of technology	6/21/2021 1:30 PM
13	Sponsorship	6/21/2021 1:07 PM
14	Marketing (social/digital, other) and sponsorship (recruiting, retaining)	6/21/2021 12:33 PM
15	Terms and Conditions of Sponsorships. Biggest failures and successes. Obstacles and Challenges and ways to overcome them.	6/21/2021 12:27 PM
16	Vendor (arts & crafts) recruitment, retention, rotation, policies, enforcement, etc.	6/21/2021 12:16 PM
17	Events requesting fee waivers and any municipalities experiencing environmental activist (i.e. no plastic)	6/21/2021 12:15 PM
18	Measuring roi for sponsors Measuring economic impact of events	6/21/2021 12:13 PM
19	any and all topics would interest me	6/21/2021 12:05 PM
20	Upholding positive vendor communications	6/21/2021 11:55 AM
21	Not that I can think of.	6/21/2021 11:50 AM
22	cant think of any at the moment.	6/21/2021 11:42 AM
23	Latest tips and techniques	6/21/2021 11:37 AM
24	Managing large crowds in an open to public space Monitoring security in an outdoor festival with multiple entry points	6/21/2021 11:32 AM
25	Covid plans for the fall and beyond	6/21/2021 11:32 AM
26	How to penetrate the 55 and over market in Florida	6/16/2021 5:38 PM
27	Vendor Insurance Requirements	6/15/2021 10:44 AM
28	Any trends for those that have had in-person events post-covid.	6/15/2021 10:16 AM

2021 Speaker Questions

29	event capacity, best practices and how signage can assist	6/15/2021 9:50 AM
30	Controlling alcohol sales during special events that take place within business districts.	6/15/2021 9:46 AM
31	Getting sponsorship after Covid.	6/15/2021 9:45 AM
32	NA	6/15/2021 9:38 AM
33	Event layout and better gauging what the public wants/expects.	6/15/2021 9:30 AM

Q3 What do you find difficult when it comes to sponsorships? Check all that apply

Answered: 52 Skipped: 1



ANSWER CHOICES	RESPONSES
Finding the time to make calls and send out sponsorship information	25.00% 13
Finding the right sponsor contacts within companies who would consider our sponsorships	46.15% 24
Building and designing sponsorship sales materials	19.23% 10
Pricing our sponsorship assets and sponsorship packages	34.62% 18
Prospecting (finding the potential sponsors)	40.38% 21
The negotiation process	19.23% 10
Getting prospects to return my calls or emails	25.00% 13
N/A (I don't sell sponsorships)	17.31% 9
Other (please specify)	7.69% 4
Total Respondents: 52	

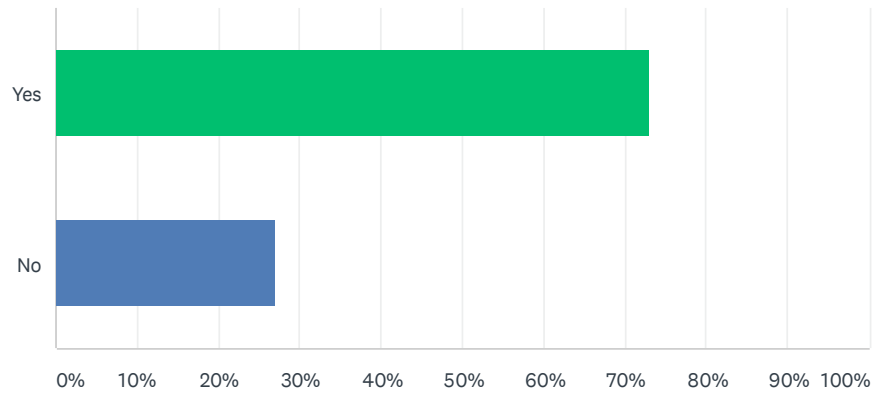
#	OTHER (PLEASE SPECIFY)	DATE
1	Engaging the coworker who has been sponsorship lately for years, in the new exciting sponsor platforms	6/21/2021 6:01 PM
2	I am blessed to not have any difficulties with sponsors!!	6/21/2021 3:18 PM
3	That is not my role in my organization	6/21/2021 2:23 PM

2021 Speaker Questions

4	retaining and servicing after we get their commitment	6/21/2021 12:33 PM
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Q4 Our organization has identified ADA accessibility as a priority.

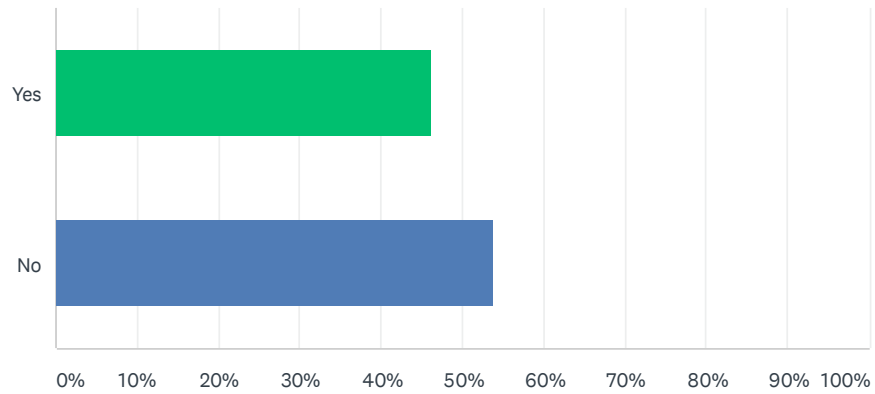
Answered: 52 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	73.08%	38
No	26.92%	14
TOTAL		52

Q5 We make sure all of our social media posts are ADA compliant.

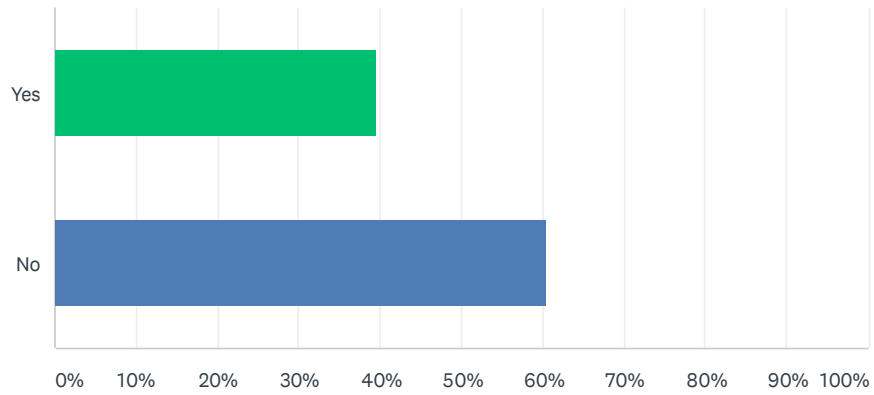
Answered: 52 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	46.15%	24
No	53.85%	28
TOTAL		52

Q6 We didn't even know you COULD make social media posts ADA compliant.

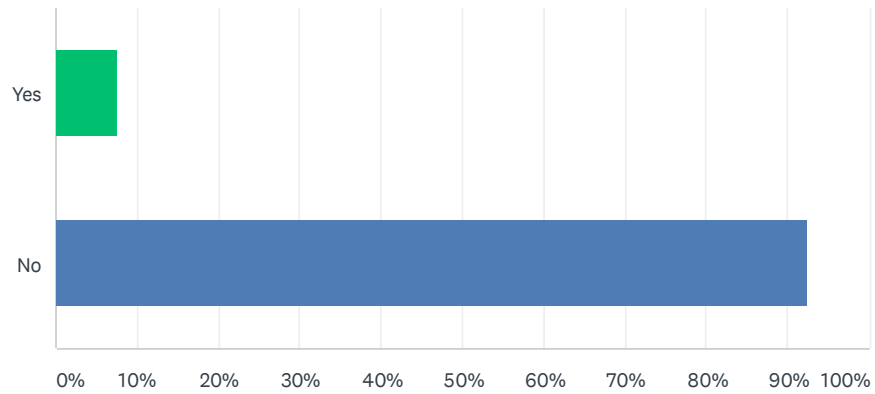
Answered: 53 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	39.62%	21
No	60.38%	32
TOTAL		53

Q7 Do you currently use TikTok for your organization or event?

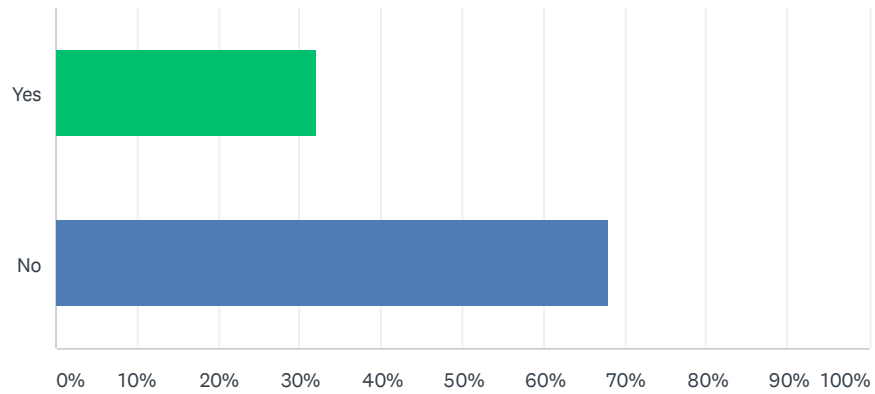
Answered: 53 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	7.55%	4
No	92.45%	49
TOTAL		53

Q8 Do you currently use TikTok personally?

Answered: 53 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	32.08%	17
No	67.92%	36
TOTAL		53

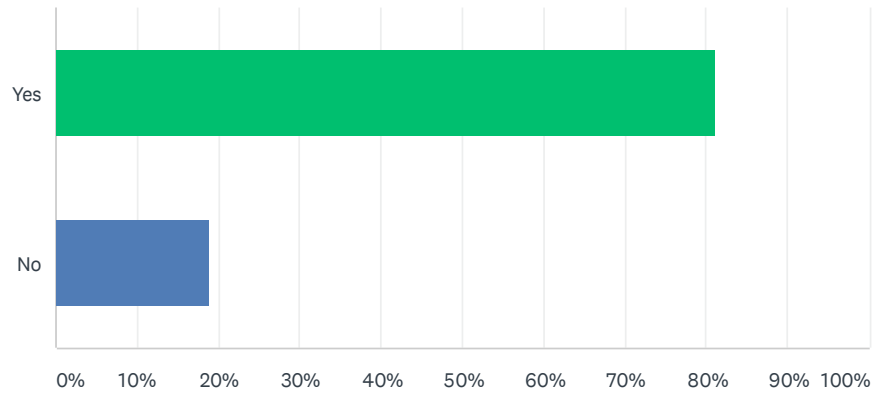
Q9 Which brand(s) have you seen use TikTok as an effective branding tool?

Answered: 31 Skipped: 22

#	RESPONSES	DATE
1	amazon prime	6/29/2021 5:11 PM
2	none	6/27/2021 1:00 PM
3	N/A	6/23/2021 8:26 AM
4	None	6/22/2021 2:23 PM
5	I cannot think of a specific brand, but more so influencers and actors who contribute to a brand they are a part of.	6/22/2021 8:13 AM
6	n/a	6/21/2021 6:01 PM
7	Oceanspray	6/21/2021 4:01 PM
8	None	6/21/2021 2:49 PM
9	N/A	6/21/2021 1:56 PM
10	None	6/21/2021 1:07 PM
11	n/a	6/21/2021 12:33 PM
12	None	6/21/2021 12:18 PM
13	N/A	6/21/2021 12:16 PM
14	N/A	6/21/2021 12:15 PM
15	? need to know more about it.	6/21/2021 12:13 PM
16	n/a	6/21/2021 11:55 AM
17	Sports teams by far	6/21/2021 11:53 AM
18	Since I do not have TikTok I don't know of any	6/21/2021 11:50 AM
19	don't use it often enough	6/21/2021 11:44 AM
20	unless they are posted to Facebook i really haven't seen any	6/21/2021 11:42 AM
21	None, I tend to scroll past TikTok Ads	6/21/2021 11:42 AM
22	Can't say I pay attention enough to ads to know.	6/21/2021 11:32 AM
23	NA	6/21/2021 11:32 AM
24	Don't know	6/16/2021 5:38 PM
25	Bang Energy,	6/15/2021 11:32 AM
26	Crumble Cookie	6/15/2021 10:16 AM
27	i do not have tik tok	6/15/2021 9:50 AM
28	N/a	6/15/2021 9:45 AM
29	None that comes to mind	6/15/2021 9:38 AM
30	N/A	6/15/2021 9:30 AM
31	Product placement among influencers is most effective in my opinion.	6/15/2021 9:29 AM

Q10 Have you hosted or supplied products or services for any in-person live events since the start of Covid-19?

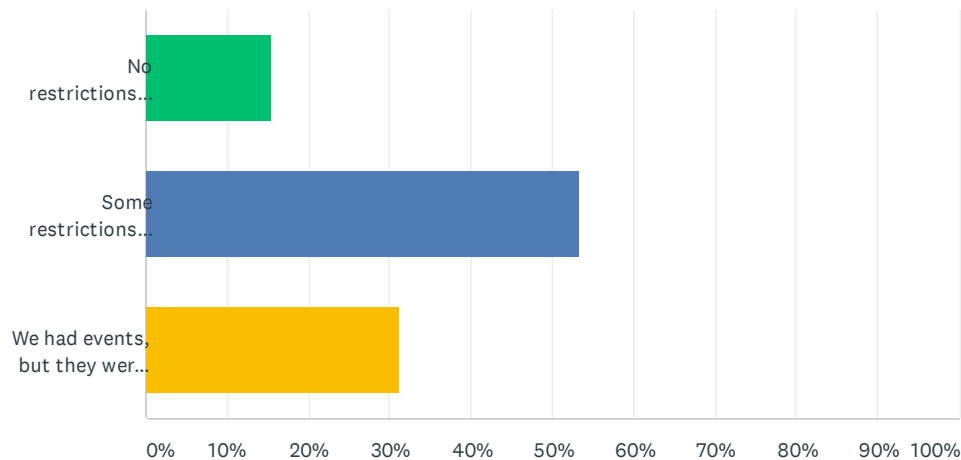
Answered: 53 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	81.13%	43
No	18.87%	10
TOTAL		53

Q11 If Yes, did your events have restrictions?

Answered: 45 Skipped: 8

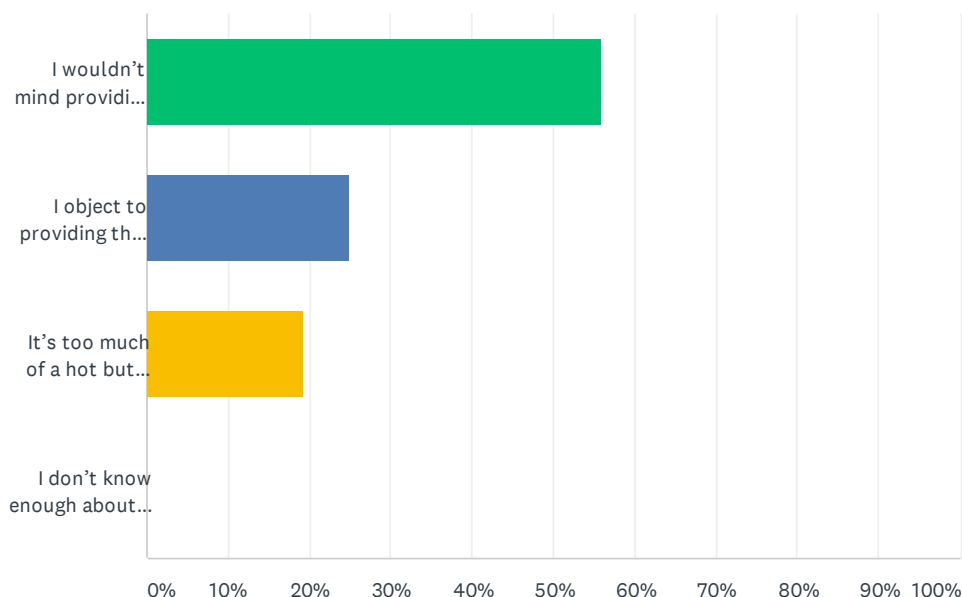


ANSWER CHOICES		RESPONSES	
No restrictions, we operated as normal – maybe with a few extra cleanliness precautions		15.56%	7
Some restrictions, such as limited capacities were in place		53.33%	24
We had events, but they were very regulated or extremely modified in size and/or scope		31.11%	14
TOTAL			45

#	OTHER (PLEASE SPECIFY)	DATE
1	N/A	6/23/2021 8:26 AM
2	We held our annual Memorial Day service that had no restrictions. Our annual 4th of July fireworks was modified to a drive-thru but now is only restricted to vehicle attendance, not individuals. Events have also been held in our parks by other businesses and organizations. Up until May, there were restrictions on capacities.	6/22/2021 8:13 AM
3	Seating in pods for a few months with capacity limit for event entry.	6/21/2021 4:02 PM
4	As time went, so did the ease of restrictions. We went from having no events (and trying to help folks create events through instructional videos) to limiting access to opening up to full capacity.	6/21/2021 2:24 PM
5	We used covid detecting dogs	6/21/2021 1:31 PM
6	Of course, over time it changed. Started more strict then loosened up based on guidelines etc.	6/21/2021 12:33 PM
7	n/A	6/21/2021 12:29 PM
8	Follow the CDC guidelines and those of the County and City's as well. Face masks, social distancing and limited attendance	6/21/2021 12:15 PM
9	temperature checks, mask enforcement and socially distanced pods	6/21/2021 11:56 AM
10	Only recently have restrictions lifted and we are having a few rentals but no events hosted by us, as of yet.	6/21/2021 11:50 AM
11	Weddings	6/21/2021 11:32 AM
12	No events	6/15/2021 9:38 AM
13	N/A	6/15/2021 9:30 AM

Q12 If Florida law were not an issue, which of the following would best describe your attitude about being asked for vaccination status:

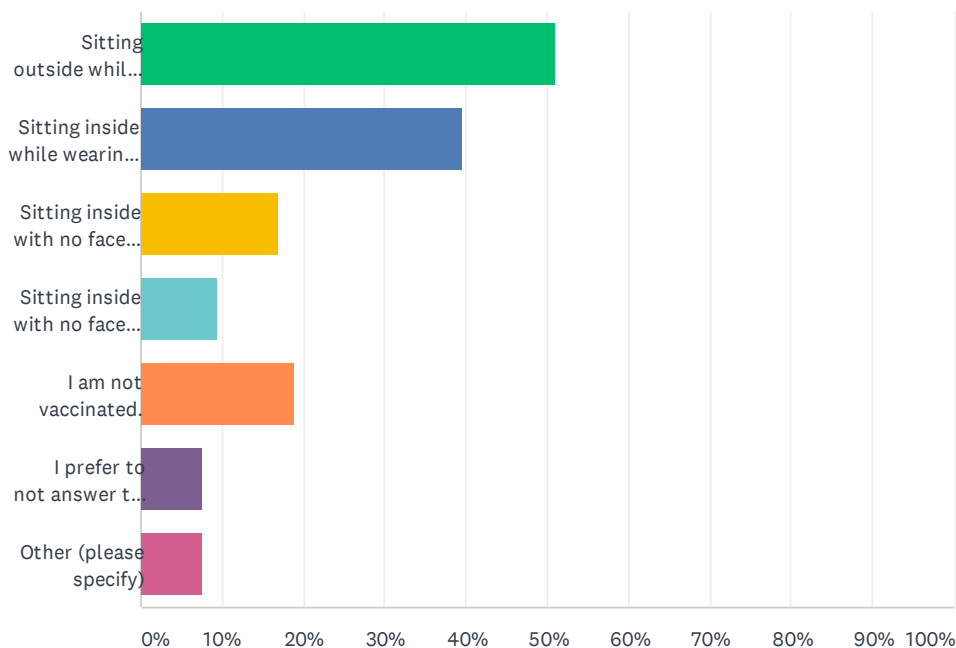
Answered: 52 Skipped: 1



ANSWER CHOICES	RESPONSES	
I wouldn't mind providing that information because I feel it keeps everyone safer	55.77%	29
I object to providing that information because I feel it violates my right to privacy	25.00%	13
It's too much of a hot button issue to be worth the trouble	19.23%	10
I don't know enough about vaccines to know if it's worth the trouble	0.00%	0
TOTAL		52

Q13 Before you were vaccinated (if you have been vaccinated), what were you comfortable doing with other people at an event (mark all that apply):

Answered: 53 Skipped: 0

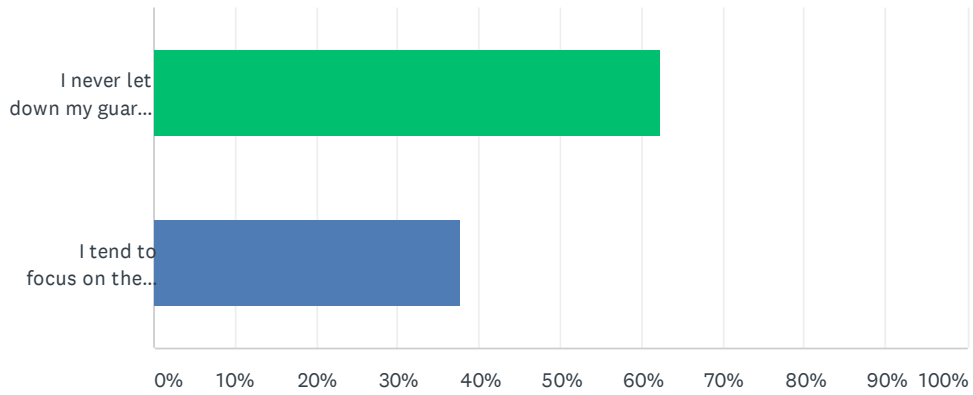


ANSWER CHOICES	RESPONSES
Sitting outside while wearing a face covering and maintaining six feet of physical distance	50.94% 27
Sitting inside while wearing a face covering and maintaining six feet of physical distance	39.62% 21
Sitting inside with no face covering or physical distancing	16.98% 9
Sitting inside with no face covering or physical distancing next to someone you know is not vaccinated	9.43% 5
I am not vaccinated.	18.87% 10
I prefer to not answer this question.	7.55% 4
Other (please specify)	7.55% 4
Total Respondents: 53	

#	OTHER (PLEASE SPECIFY)	DATE
1	I still prefer sitting outside to being inside but will go inside because I have been vaccinated. I would hesitate to go to a movie. I will most definitely wear a mask while flying (and I hate masks!).	6/21/2021 2:24 PM
2	Since vaccinations are highly recommended yet optional, it would be difficult to know if people who say they were vaccinated really are especially if they're still testing positive	6/21/2021 12:15 PM
3	sitting outside while wearing a face covering and maintaining 6ft of physical distance but also with limited # of people. I would not have gone to any large gatherings, even with these precautions in place	6/21/2021 11:45 AM
4	My 7 year old and I spent 13 months completely quarantined from other people. We did not go in stores, restaurants or family members homes	6/16/2021 5:38 PM

Q14 When you are attending an event, which of the following best describes your attitude about risk:

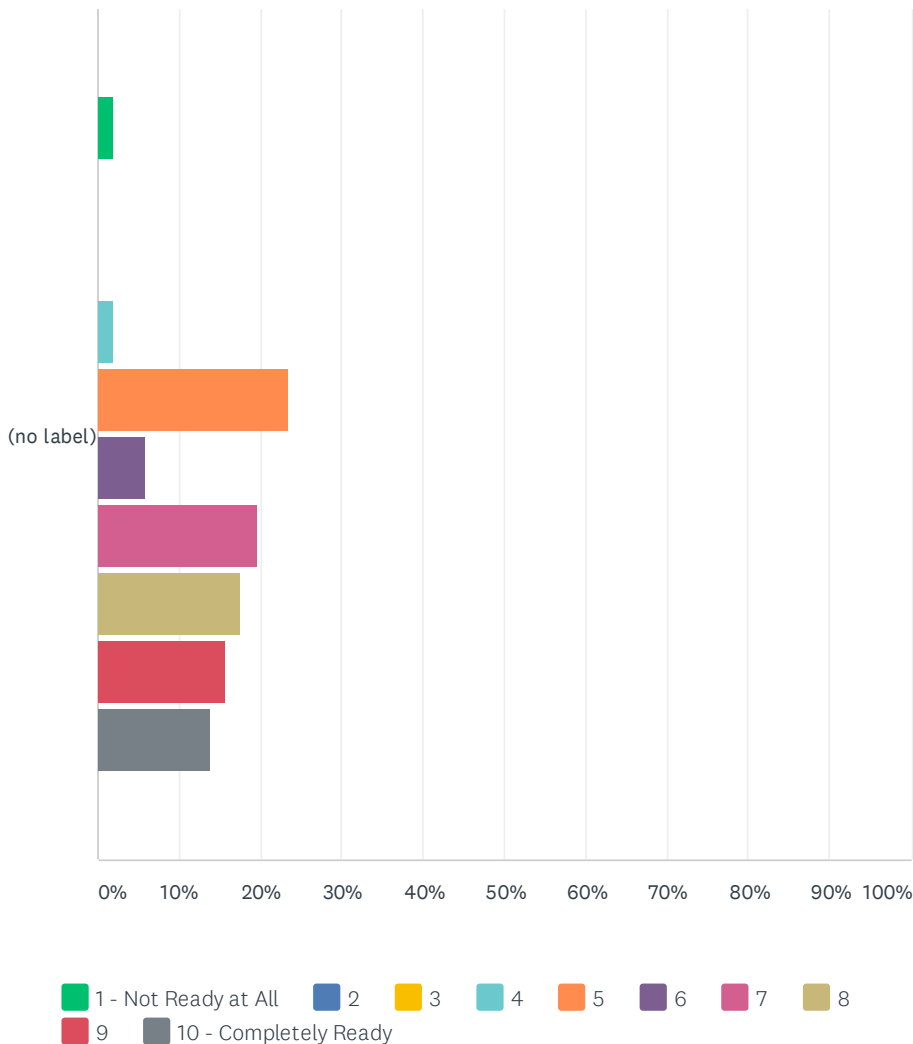
Answered: 53 Skipped: 0



ANSWER CHOICES	RESPONSES	
I never let down my guard, so I am just as observant of risks and hazards as I am normally	62.26%	33
I tend to focus on the event itself and figure that the organizer or venue has mitigated health and safety risks	37.74%	20
TOTAL		53

Q15 What is your organization's level of readiness for a multicultural approach? Scale of 1-10 with 1 being not ready and 10 being completely ready.

Answered: 51 Skipped: 2

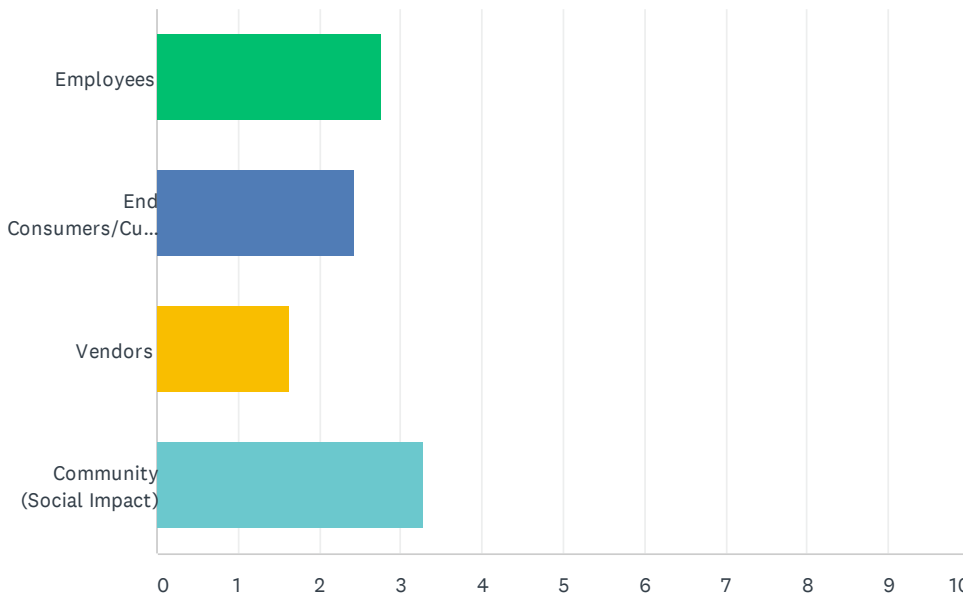


	1 - NOT READY AT ALL	2	3	4	5	6	7	8	9	10 - COMPLETELY READY	TOTAL	WEIGHT AVERAG
(no label)	1.96%	0.00%	0.00%	1.96%	23.53%	5.88%	19.61%	17.65%	15.69%	13.73%	51	7
	1	0	0	1	12	3	10	9	8	7		

#	OTHER (PLEASE SPECIFY)	DATE
1	I'm out of my live event business right now	6/21/2021 4:14 PM
2	Not clear on this question	6/21/2021 11:45 AM

Q16 What is the order in which your organization would more likely address its audiences from a multicultural standpoint? Please order from 1 to 4 with 1 being the first/primary audience.

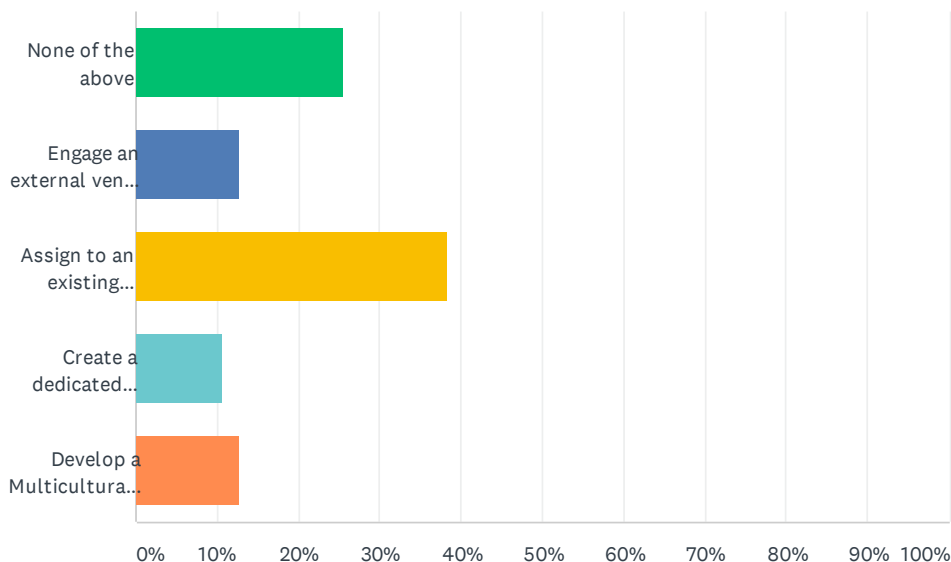
Answered: 49 Skipped: 4



	1	2	3	4	TOTAL	SCORE
Employees	37.50% 18	20.83% 10	22.92% 11	18.75% 9	48	2.77
End Consumers/Customers	8.33% 4	39.58% 19	37.50% 18	14.58% 7	48	2.42
Vendors	4.35% 2	8.70% 4	32.61% 15	54.35% 25	46	1.63
Community (Social Impact)	53.19% 25	31.91% 15	4.26% 2	10.64% 5	47	3.28

Q17 What is the most likely investment your organization would make to start addressing multicultural audiences?

Answered: 47 Skipped: 6

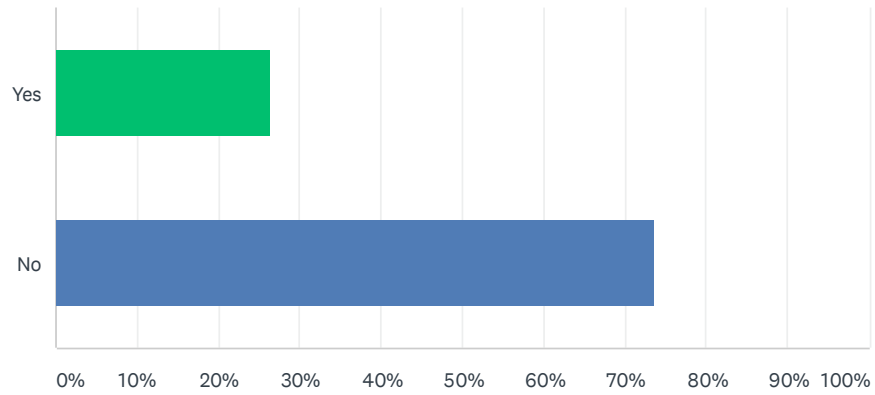


ANSWER CHOICES	RESPONSES
None of the above	25.53% 12
Engage an external vendor to support with developing a strategy and implementation	12.77% 6
Assign to an existing department (i.e. Marketing, Human, Resources, Community Relations)	38.30% 18
Create a dedicated role/position internally to hire or promote from within the organization	10.64% 5
Develop a Multicultural Employee Resource Group to serve as a sounding board	12.77% 6
TOTAL	47

#	OTHER (PLEASE SPECIFY)	DATE
1	I am not party to that decision.	6/21/2021 2:24 PM
2	The City of Oakland Park has hosted multiple Diversity sessions with David Hunt. This has lead to the development of a Diversity Ambassadors group made up of City Staff. We are currently working towards improving our internal culture and plan to branch out to our community overall.	6/21/2021 11:45 AM
3	not sure	6/21/2021 11:42 AM
4	Not large enough of a company for these options	6/21/2021 11:32 AM
5	not sure	6/15/2021 9:50 AM

Q18 Have you wanted to go cashless with your event but have had resistance?

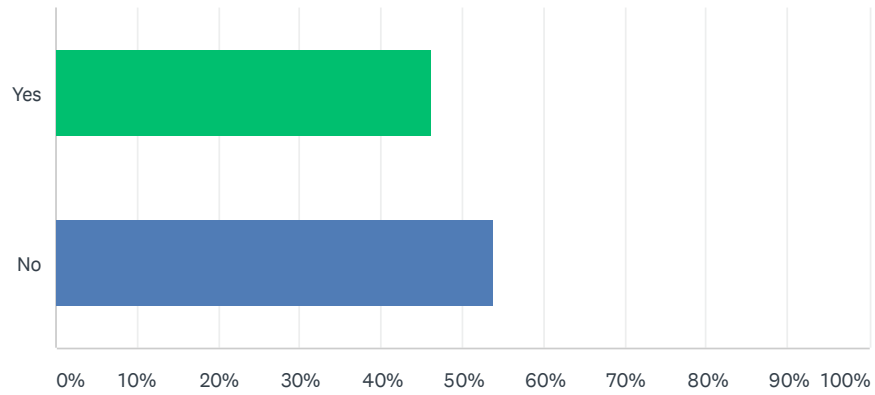
Answered: 38 Skipped: 15



ANSWER CHOICES	RESPONSES	
Yes	26.32%	10
No	73.68%	28
TOTAL		38

Q19 Do you have areas in your event that have slowly declined in popularity or just seem to not be gaining traction?

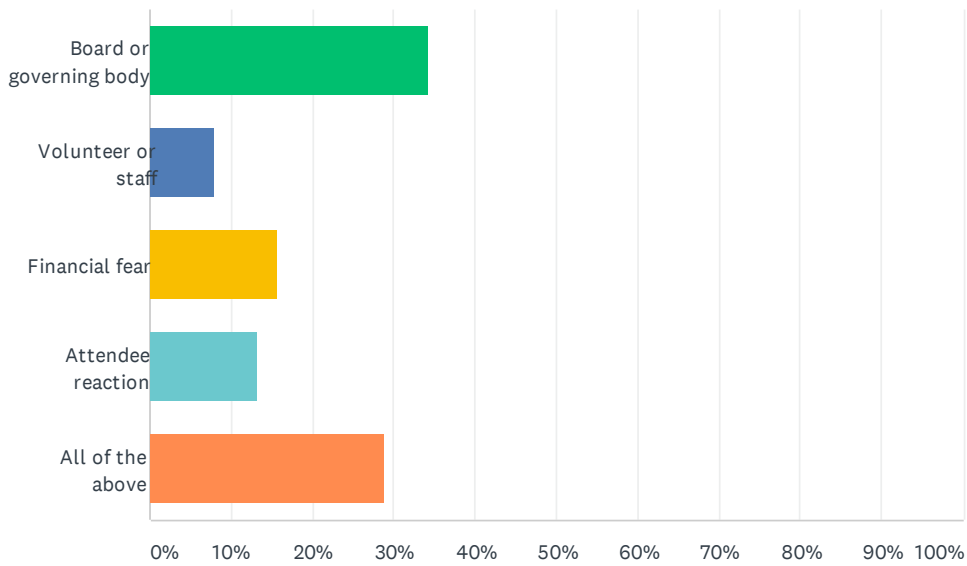
Answered: 39 Skipped: 14



ANSWER CHOICES	RESPONSES	
Yes	46.15%	18
No	53.85%	21
TOTAL		39

Q20 What obstacles or bodies of resistance tend to stop you from making changes to your existing event?

Answered: 38 Skipped: 15



ANSWER CHOICES	RESPONSES	
Board or governing body	34.21%	13
Volunteer or staff	7.89%	3
Financial fear	15.79%	6
Attendee reaction	13.16%	5
All of the above	28.95%	11
TOTAL		38