Latornell 360 Focus Group and Online Survey Results

20 years has earned the Latornell Symposium some valuable legacies...

...enduring the passion and inspiration of its namesake.
Total number of survey participants – 142
(Two Focus Groups & Online Survey)

Survey results that evaluate Strengths and Weaknesses have been broken down into 2 categories…Experience and Content. Both require equal consideration when moving forward.

**Experience** – Everything that happens outside a session or key note address that is important to the success of the overall event.

**Content** - Formal learning opportunities such as sessions and key note addresses.
What would you say are the Strengths of the Symposium?

**Learning**
- Content is relevant / timely
- Good key note speakers
- Pooling of expertise

**Networking**
- Learn from others
- Informal discussions
- Mentoring

**Community**
- Brings diverse groups together
- Retreat atmosphere
- A place to connect

**Quality**
- Well developed program
- Well organized
- Good value

---

What does this mean for the Symposium?

**Experience**
- Networking... connecting people together
- Places to share knowledge and ideas
- Maintain a retreat atmosphere
- Keep it professional
- Stay well organized

**Content**
- Keep it relevant and timely
- Maintain a well developed program
- Multiple streams attract a wide audience
- Good key note speakers are valued highly
What would you say are the Weaknesses of the Symposium?

Cost
✓ High cost – registration / hotel
✓ Cost prohibits some attendees
✓ Budget restrictions

Accessibility / Venue
✓ Public transportation not available
✓ Layout is very spread out
✓ Not enough rooms on site

Program
✓ More interactive sessions
✓ More challenging/technical topics
✓ Too many sessions happening

What does this mean for the Symposium?

Experience
Maintain and find new transportation options
Continue to find ways to keep costs down
Grant opportunities are important

Content
Cover more technical information
Less “3 speaker and question” formats
Other methods to access sessions / content
Overall statements

✓ People attend Latornell first to learn and second to network
✓ Most respondents are satisfied with the date, location and duration of the Symposium.
✓ Social activities are very popular with almost everyone agreeing that they are good. Respondents also support fundraising for the A.D. Latornell grant
✓ Latornell provides an important forum to address the most important environmental issues facing Ontario
✓ The A.D. Latornell Symposium has an impact on Ontario’s environmental sector
✓ Almost everyone said they liked the opportunities provided for young conservationists at the Symposium and that the Symposium acknowledges the achievements of Ontario’s conservationists with the A.D. Latornell Pioneer Award.
What Does All of This Mean for Us?

- Already using the technology (e.g. twitter, blogs, video messaging, skype, wireless connections, website and e-news).
- Add more technology: could expand to video taping and/or live streaming
- Strategic analysis is critical – every five years / continue to track less intensely annually / know your competition
- Continually pay attention to changing needs and conditions of delegates, sponsors, and exhibitors
What Does All of This Mean For Us?

- Be adaptable
- Be collaborative – Latornell needs to do more research on needs of sponsors, partners, and exhibitors
- Keep it fresh, improve innovation
- Incorporate more technical sessions, ‘deep dive’, and interactivity
What Does All of This Mean For Us?

- Symposium successfully reflects these characteristics: collaborative, mentoring, hardworking, fun, creative
- Keep pursuing innovation
- If I were to sum up Latornell’s brand today: **Work Hard. Play Hard.**
- I think we could get to: **Innovate. Create. Collaborate.**
Still Need To Address

- Analyze Latornell event trends
- Review of sponsors and exhibitors ??
- Development of financial business model
Initial Recommendations for Latornell

- The structure of the three day program and individual sessions will need to be tweaked
- More interactivity in sessions in order to encourage more discussion & problem solving (train moderators & team up with committee)
- Education aspect needs to be tweaked (use part of program to get into the ‘weeds’ of certain topics)
- Need to employ a wider use of digital conference technology before, during and after the event
Initial Recommendations for Latornell

- Beef up individual days and charge differently to reflect changes. Keep the three day cost savings.
- Develop a sustainable financial business model

2012 Latornell Revenue Breakdown

- Delegates: 63%
- Partners / Sponsors: 15%
- Exhibitors: 8%
- Other: 14%