

For Immediate Release

MEETINGMETRICS INTRODUCES NEW PRE-MEETING EDU SESSION NEEDS SURVEY

Enables Attendees to Communicate Education Needs to Session Presenters in Advance

January 7, 2012 – New York, NY – A new pre-conference session needs survey was announced today by MeetingMetrics. It provides an efficient vehicle to convey attendees’ education session preferences directly to individual session presenters. “We expect the survey to add value to an education event by providing timely ‘voice of the attendee’ preferences directly to session presenters prior to a conference.

“Because the new survey takes advantage of our pre-existing online session evaluation and reporting features repurposed for this specialized pre-conference use, MeetingMetrics users will be familiar with the survey’s structure and find it especially easy to administer,” explained Ira Kerns, MeetingMetrics Managing Director.

The session needs survey first collects the attendees’ session preferences; i.e., their learning goals, learning style, type of activity, main interests, etc. for the education sessions they are interested in attending. This information is then delivered electronically to the individual session presenters in specially formatted reports. The entire process can be implemented in a couple of weeks. The goal is to foster highly enriched, tailored and more relevant session learning experiences for conference attendees.

The session needs survey is the tenth specialized questionnaire template in MeetingMetrics online system of event life-cycle measurement questionnaires. Overall, the system enables meeting professionals to measure attendees’ pre event needs and baseline levels, education quality and learner progress as well as post-event results, Return On Event, overall effectiveness and ROI for individual meetings and SMMP.

The new survey will be available for licensee use in Mid-January, 2012, and can also be purchased from MeetingMetrics service providers; Creative Group, Certain, Inc., Derse, mindingyourbusiness, Catalyst Performance Group, All-performance Group and BTTB in Australia. Additional information is available at www.meetingmetrics.com

About MeetingMetrics: MeetingMetrics is a developer and provider of specialized, professional online survey tools and methods for enabling corporations, associations and event sponsors to optimize their event's effectiveness, measure their meeting results and demonstrate event value including financial ROI. Winner of the EIBTM 2008 World Technology Watch Award, MeetingMetrics is a leading innovator in meeting results measurement having created the ROE methodology, MyROI, session evaluation with CE and the EPI Services. MeetingMetrics partners with and is endorsed by MPI, PCMA, FICP, Reed Travel Exhibitions Group, the ROI Institute and other leading industry organizations. For additional information, visit www.meetingmetrics.com.