

Online Association Session Evaluation & Conference Evaluation Participant Response Rates*

Education Session Evaluations:

Includes 260 education session programs (multiple sessions per program) conducted for association conferences representing 175,659 attendees invited to complete online session evaluations

Overall Average Evaluation Response Rate: 48%

Response rates by quartile:

Top quartile: 74%

2nd quartile: 45%

3rd quartile: 39%

4th quartile: 26%

Rankings & Rating Averages for 10 Levels of Education Session Participation Rates

Inclusion Rate (% qualified)	Ranking Percentile	Avg. Completed	Avg. Invited	Average % Response Rate
75.2	1st	63	73	84
67.0	2nd	65	93	70
59.0	3rd	91	141	64
50.0	4th	251	464	55
45.0	5th	307	642	48
41.0	6th	383	885	43
35.0	7th	334	859	38
30.6	8th	478	1450	33
24.8	9th	353	1267	28
	10th	141	781	20

*Range of participation rates includes meeting sessions with 98% to 10% of session attendees.

Counts shown as average completed and average invited are an average of those within the ranking percentile.

Session sample contains 44% of sessions with CE certificates and 56% without.

CE Certificate Effect On Average Participation Rates:

Sessions with CE certificates – 53%

Sessions without CE certificates – 44%

Post-conference Evaluations:

Includes 174 post-event evaluations conducted for association conferences representing 167,864 attendees invited to complete online evaluations

Overall Average Response Rate: 40%.

Response rates by quartile:

Top quartile: 67%

2nd quartile: 43%

3rd quartile: 32%

4th quartile: 20%

Rankings & Rating Averages for 10 Levels of Education Conference Post-event Evaluation Participation Rates

Inclusion Rate (% qualified)	Ranking Percentile	Avg. Completed	Avg. Invited	Average % Response Rate
67.8	1st	141	191	75
56.0	2nd	162	263	63
49.4	3rd	154	275	54
40.0	4th	183	500	44
35.0	5th	375	974	37
32.0	6th	527	1529	34
29.6	7th	296	942	31
25.0	8th	242	864	28
20.2	9th	421	1814	23
0.0	10th	380	2093	16

Range of individual participation rates includes meetings with 86% to 11% of conference attendees.

Counts shown as average completed and average invited are an average of those within the ranking percentile.

MeetingMetrics provides best practices guidelines for stimulating online evaluation participation rates to its license-users.

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*Compiled by MeetingMetrics, Inc. from data collected by MM licensee-users