

## FIA Business Conference Survey

**Objective:** The goal of this survey is to get member feedback and interest on the FIA business conference. In the past, the FIA business conference has taken several different formats including having a speaker during the AFA Convention as part of the FIA Membership Meeting; off-convention at a different location and time of year; destination event such as a cruise; or no business conference – just a cocktail social reception during the FIA Membership meeting during the Convention.

1) What type of member are you? *Mark all that apply.*

- 1. Retailer \_\_\_\_\_
- 2. Independent Manufacturer (fewer than 20 products) \_\_\_\_\_
- 3. Distributor/ Manufacturer – Owner/Decision Maker \_\_\_\_\_
- 4. Independent Manufacturer Sales Representative \_\_\_\_\_
- 5. Service Provider \_\_\_\_\_
- 6. Used to be or still are a Full time Farrier \_\_\_\_\_

2) Is your company located domestically (have a headquarters in the USA) or Internationally?

- a) Domestic
- b) International

3) In your opinion what are the most important reasons to attend the business conference? *You can select multiple options, please rank them numerically, 1 being the most important reason for attending.*

- a) Education \_\_\_\_\_
- b) Networking \_\_\_\_\_
- c) Fun / Vacation \_\_\_\_\_
- d) Obligation \_\_\_\_\_
- e) Other (Explain) \_\_\_\_\_

4) If FIA has a Business Conference, what is your preferred location? *Please note, moving the business conference does not affect the AFA Convention.*

- a) During the FIA Membership Meeting at AFA Convention \_\_\_\_\_
- b) During the AFA Convention (off-site or separate from FIA Membership Meeting) \_\_\_\_\_
- c) Separate registered event in a convention town (Example Las Vegas) \_\_\_\_\_
- d) Destination registered event (Example: Cruise or Resort Hotel) \_\_\_\_\_
- e) Not interested in an FIA Business Conference or speaker \_\_\_\_\_

5) If the Business Conference is held off-convention, what is the likelihood that you would attend or send staff to attend (circle one):

Will not Attend    Slightly likely    Moderately likely    Very likely    Not Sure

Explain/Comment: \_\_\_\_\_

6) If you are not interested in attending an off-site Business Conference, check all reasons that apply:

- |  |   |
|--|---|
| <input type="checkbox"/> Time/Hard to get Away       | <input type="checkbox"/> Conferences are not my thing/Just not interested |
| <input type="checkbox"/> Cost of Travel/registration | <input type="checkbox"/> I can learn more on the internet                 |
| <input type="checkbox"/> Limited staff or resources  | <input type="checkbox"/> Other _____                                      |

7) What topics would be the most important to you at a Business Conference? *You can select multiple options, please rank them numerically 1 being the most important.*

- a) Ecommerce \_\_\_\_\_
- b) How to get distribution on new products \_\_\_\_\_
- c) Business Management \_\_\_\_\_
- d) Motivational Speaker \_\_\_\_\_
- e) Other \_\_\_\_\_

8) Do you feel that the FIA has a positive impact on your business?

- a) Yes \_\_\_\_\_
- b) No \_\_\_\_\_ If not, why? \_\_\_\_\_

9) What can the FIA improve on to make the most of your membership?

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10) What membership benefits would be most helpful for your business?

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11) What other recommendations/comments do you have for FIA?

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Please complete the survey and return to the FIA by April 15, 2018.

Jean Weiss – Email: [info@farrierindustry.org](mailto:info@farrierindustry.org) or Fax 601-924-0720.

Or mail to: FIA, PO Box 173, Clinton, MS 39060

Thank you for your time.