

UTS: CenSoC

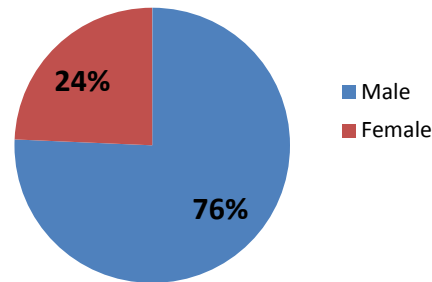
Centre for the Study of Choice

ICMC 2013

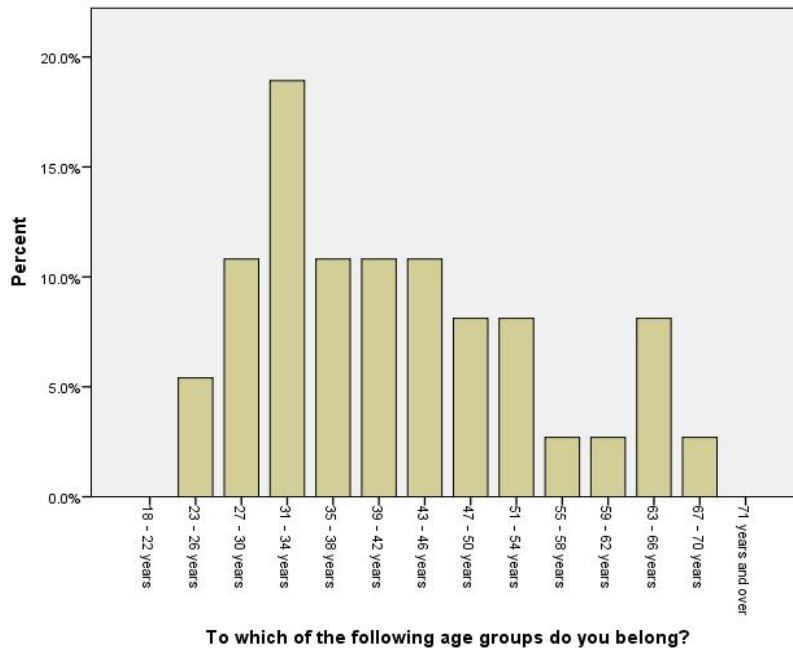
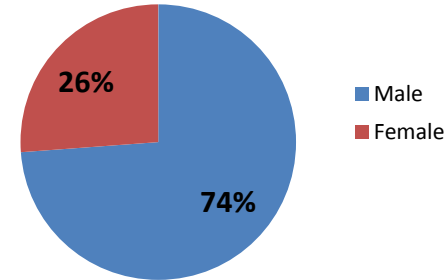
Survey Feedback

The sample: 37 completes

Gender
(sample N=37)



Gender
(conference N=191)



Discipline	%
Economics	21.4
Business, commerce, marketing, management	17.1
Health	10
Agriculture and environmental studies	8.6
Engineering	7.1
Social sciences	7.1
Tourism and urban planning	5
Education, teaching and training	4.3
Psychology	4.3
Other	4.3
Information technology	2.9
Science and technology	2.9
Communication	1.4
Medicine	1.4
Nursing	1.4



CONFERENCE NEEDS

What do you need a conference to fulfil?

Unique needs	% of sample who mentioned this need	Of those who mentioned, % who believe all/most fulfil this need*	Of those who mentioned, % who believe only some or none fulfil this need**
Networking with my peers	68%	32%	68%
Gain and exchange new ideas	57%	43%	57%
Gain and share knowledge	51%	32%	68%
See the latest developments in my field	46%	24%	76%
See renowned academics/leaders of my field present	41%	20%	80%
Gain feedback on my research	30%	45%	55%
Present my research to a relevant audience	27%	40%	60%
Build my academic profile/professional development/exposure and recognition	19%	14%	86%
Observe quality presentations	19%	14%	86%
Develop research collaborations	16%	17%	83%
Be inspired and motivated by my field	11%	50%	50%
Improve on my research	11%	0%	100%
Take a break from typical work	8%	100%	0%
Experience a new destination	5%	0%	100%
Have fun	5%	0%	100%
Hands on workshops	3%	0%	100%
Make a contribution to my field	3%	0%	100%
Learn about my capabilities	3%	0%	100%

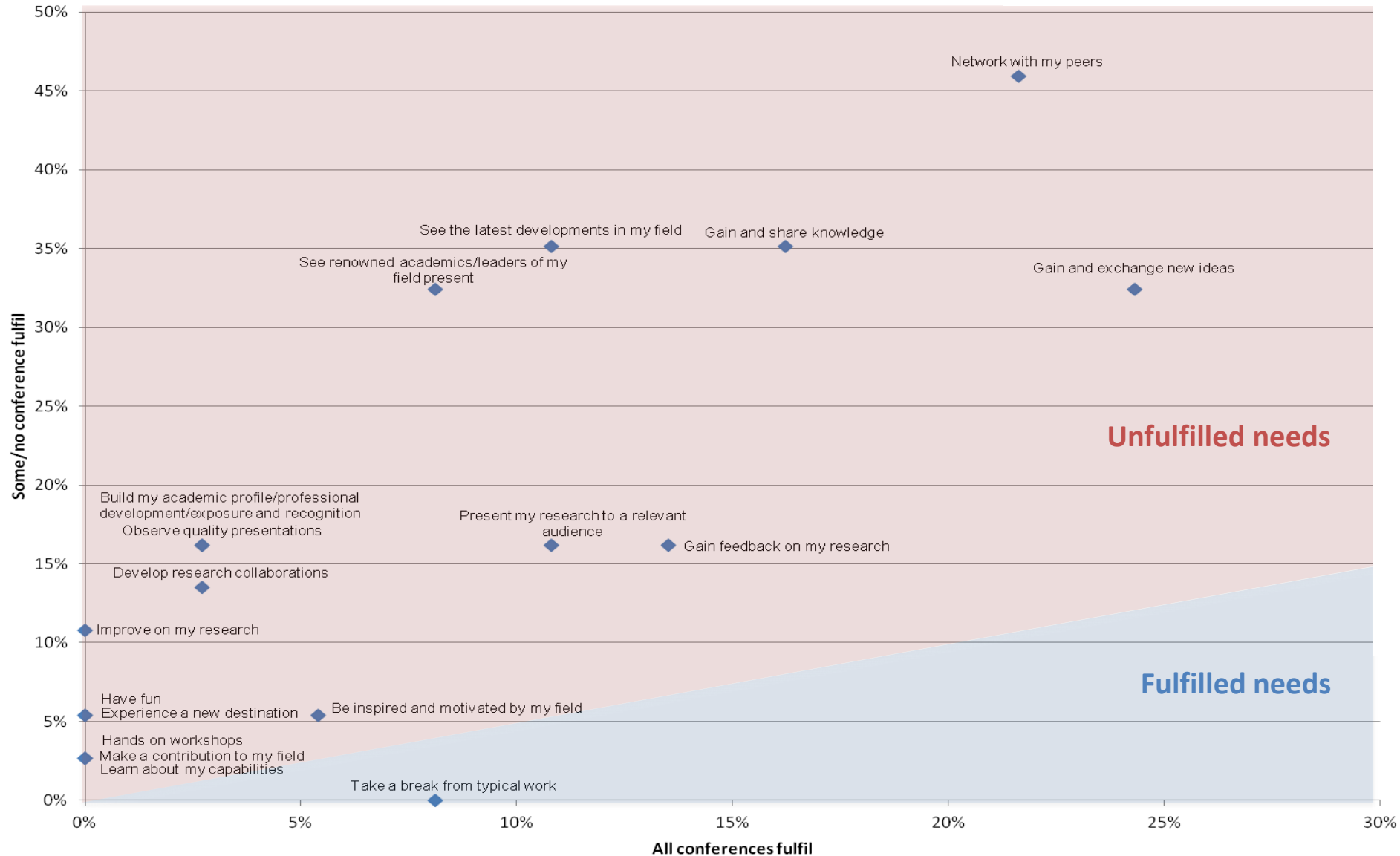
Needs Overview

- 18 unique needs identified.
- ‘Take a break from typical work’ is the only need which, of those who mentioned it, is fulfilled 100% of the time by all or most conferences – note that it is mentioned by a small number of respondents.
- All other needs show that majority believe that only some or no conference fulfil, indicating that there is little consistency in conference standards.
- The top 3 mentioned needs ‘Networking with peers’, ‘Gain & exchange new ideas’ and ‘Gain and share knowledge’ can be seen as basic needs of a typical conference, yet over 50% who mentioned these conferences believe that only some or no conference fulfil them.

*Of the respondents who mentioned this need, those who selected ‘ALL/MOST conferences fulfil’.

**Of the respondents who mentioned this need, those who either selected ‘ONLY SOME conferences fulfil this need, and ICMC 2013 did fulfil this need’ OR ‘ONLY SOME conferences fulfil this need, and ICMC 2013 did not fulfil this need’ OR ‘NO conferences were capable of fulfilling this need’.

General conference needs



How did ICMC 2013 perform?

(Needs)

Unique needs	% of sample who mentioned this need	Of those who mentioned, % who believe ICMC 2013 fulfilled this need*	Of those who mentioned, % who believe ICMC 2013 did not fulfil this need**
Hands on workshops	3%	0%	100%
Build my academic profile/professional development/exposure and recognition	19%	57%	43%
Observe quality presentations	19%	71%	29%
Improve on my research	11%	75%	25%
Present my research to a relevant audience	27%	80%	20%
See renowned academics/leaders of my field present	41%	87%	13%
Networking with my peers	68%	88%	12%
Gain feedback on my research	30%	91%	9%
Gain and exchange new ideas	57%	100%	0%
Gain and share knowledge	51%	100%	0%
See the latest developments in my field	46%	100%	0%
Develop research collaborations	16%	100%	0%
Be inspired and motivated by my field	11%	100%	0%
Take a break from typical work	8%	100%	0%
Experience a new destination	5%	100%	0%
Have fun	5%	100%	0%
Make a contribution to my field	3%	100%	0%
Learn about my capabilities	3%	100%	0%

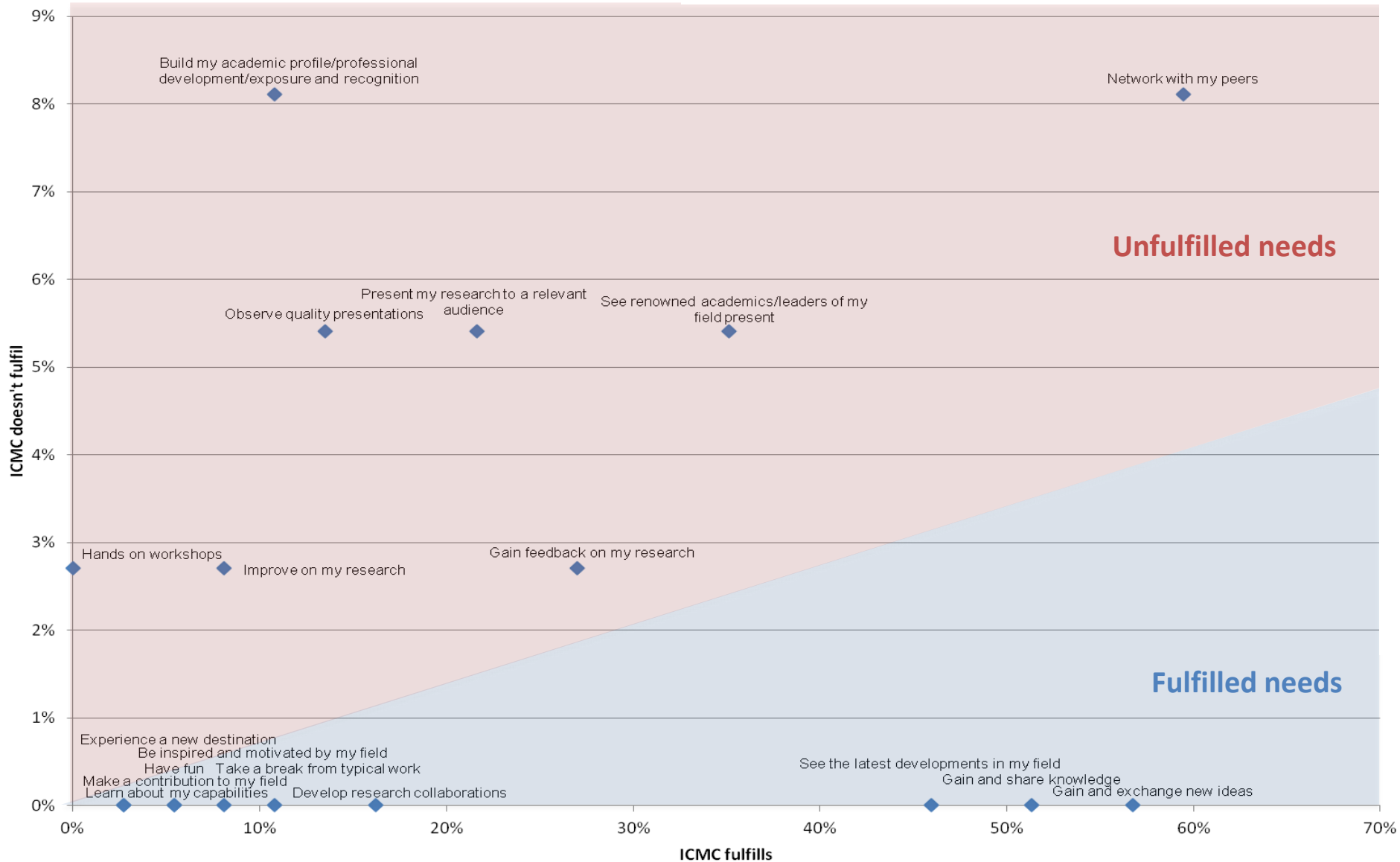
ICMC 2013 Needs Overview

- 10 needs indicated as being fulfilled by ICMC 2013 by all of those who mentioned it. Of the remaining needs, majority of those who mentioned it believe ICMC 2013 fulfilled it.
- Desirable needs not delivered by ICMC as perceived by several respondents:
 - More hands on workshops
 - Opportunities to build my academic profile/professional development/exposure & recognition
 - Quality of presentations
 - More aid in improving on research

*Of the respondents who mentioned this need, those who either selected 'ALL/MOST conferences fulfil' OR 'ONLY SOME conference fulfil this need, and ICMC 2013 did fulfil this need'.

**Of the respondents who mentioned this need, those who either selected 'ONLY SOME conferences fulfil this need, and ICMC 2013 did not fulfil this need' OR 'NO conferences were capable of fulfilling this need'.

ICMC performance (needs)





CONFERENCE CHARACTERISTICS

What characteristics make a conference?

Unique Characteristics	% of sample who mentioned this characteristic	Of those who mentioned this, % who expect this from all/most*	Of those who mentioned this, % who think only some/none have this**
Professional delegates and diverse attendees	68%	56%	44%
Engaging topics	68%	56%	44%
Good location	68%	16%	84%
Well organised	51%	79%	21%
Innovative and insightful research	46%	41%	59%
Collaborative environment	43%	63%	38%
Good keynote speakers/presenters	43%	38%	63%
Networking opportunities	41%	47%	53%
Affordable	41%	27%	73%
Good reputation/prestige	32%	75%	25%
Good venue	22%	25%	75%
Relevant discussion time	16%	50%	50%
Interactive/practical workshops	16%	33%	67%
Relaxing/Comfortable	16%	17%	83%
Good catering/food	14%	60%	40%
Opportunity to present	14%	40%	60%
Enjoyable/fun/entertaining	14%	20%	80%
Suitable date/time	14%	20%	80%
Relevant session times	11%	25%	75%
Diverse disciplines	11%	25%	75%
Good communication	8%	67%	33%
Good technology/facilities	8%	33%	67%
Funding to attend	8%	33%	67%
Additional social activities	8%	0%	100%
Travel time	5%	50%	50%
Publication opportunities	5%	50%	50%
Intimate/small/size relevant	5%	0%	100%
Suitable accommodation	3%	100%	0%
Good weather	3%	0%	100%
Fewer topics	3%	0%	100%
No point scoring	3%	0%	100%

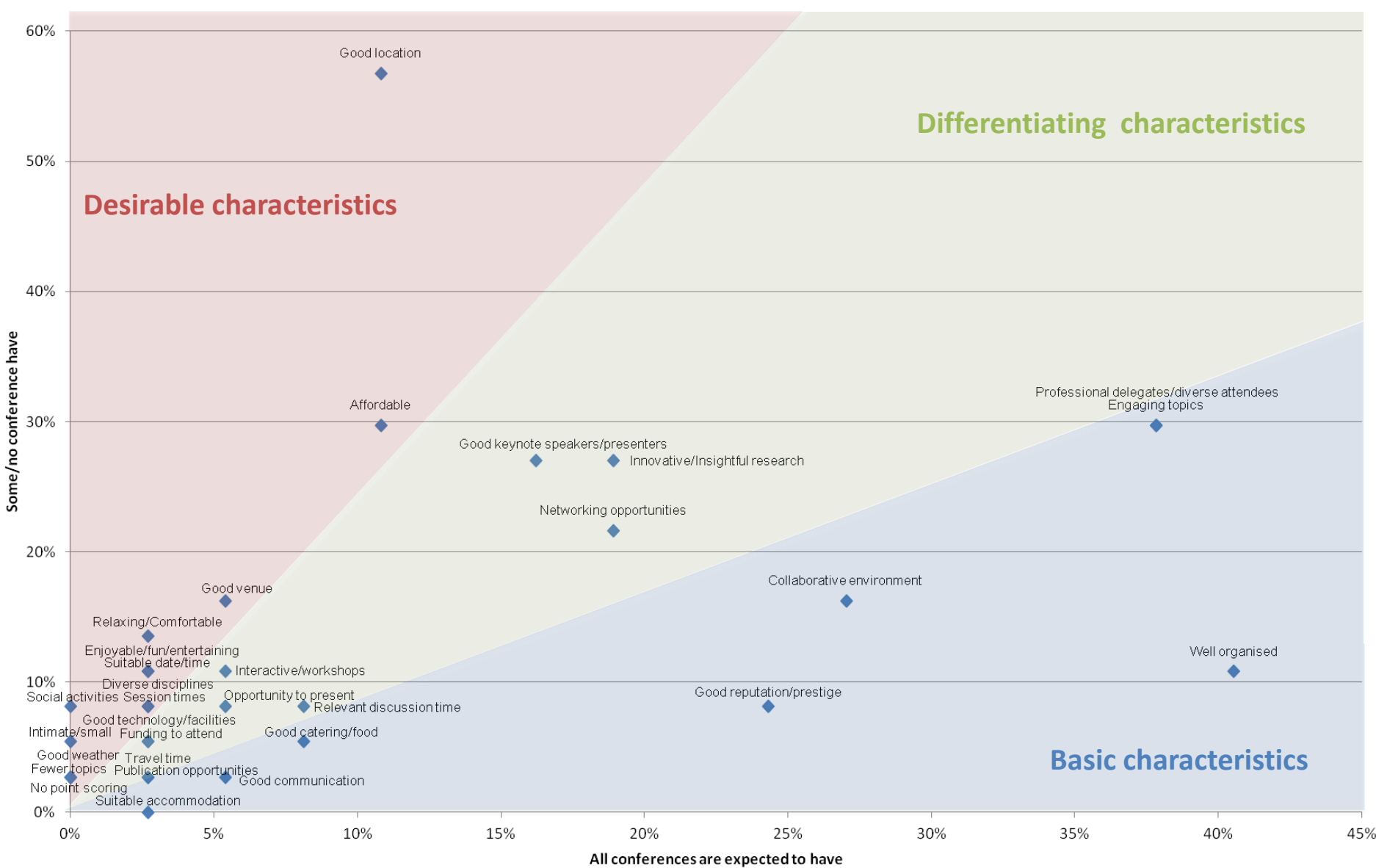
*Of the respondents who mentioned this characteristic, those who selected 'ALL or MOST' conferences are expected to have this'.

**Of the respondents who mentioned this characteristic, those who either selected 'Some conferences, including ICMC 2013, have this' OR 'Some conferences, but not ICMC 2013, have this' OR 'No conferences have this'

Characteristics Overview

- 31 unique characteristics identified
- 'Good location' is a top mentioned characteristic, but only 16% of those who mentioned expect it from all or most conferences. The remaining 84% believe only some or no conference is held at a good location.
- 'Well organised', 'Good reputation/prestige', 'Collaborative environment', 'Professional delegates' and 'Engaging topics' are some basic characteristics of any conference based on the % of those who mentioned it and indicated it is expected of all/most conferences.
- Though mentioned less frequently, those who listed 'Additional social activities', 'Intimate/small', 'Good weather', 'Fewer topics' and 'No point scoring' all believed that only some or no conferences have these.

General conference characteristics



How did ICMC 2013 perform?

(Characteristics)

Unique Characteristics	% of sample who mentioned this characteristic	Of those who mentioned this, % who think ICMC 2013 had this	Of those who mentioned this, % who think ICMC 2013 did not have this
Funding to attend	8%	33%	67%
Additional social activities	8%	33%	67%
Affordable	41%	67%	33%
Interactive/practical workshops	16%	67%	33%
Diverse disciplines	11%	75%	25%
Opportunity to present	14%	80%	20%
Relevant discussion time	16%	83%	17%
Networking opportunities	41%	87%	13%
Good location	68%	92%	8%
Collaborative environment	43%	94%	6%
Engaging topics	68%	96%	4%
Professional delegates and diverse attendees	68%	100%	0%
Well organised	51%	100%	0%
Innovative and insightful research	46%	100%	0%
Good keynote speakers/presenters	43%	100%	0%
Good reputation/prestige	32%	100%	0%
Good venue	22%	100%	0%
Relaxing/Comfortable	16%	100%	0%
Good catering/food	14%	100%	0%
Enjoyable/fun/entertaining	14%	100%	0%
Suitable date/time	14%	100%	0%
Relevant session times	11%	100%	0%
Good communication	8%	100%	0%
Good technology/facilities	8%	100%	0%
Travel time	5%	100%	0%
Publication opportunities	5%	100%	0%
Intimate/small/size relevant	5%	100%	0%
Suitable accommodation	3%	100%	0%
Good weather	3%	100%	0%
Fewer topics	3%	100%	0%
No point scoring	3%	100%	0%

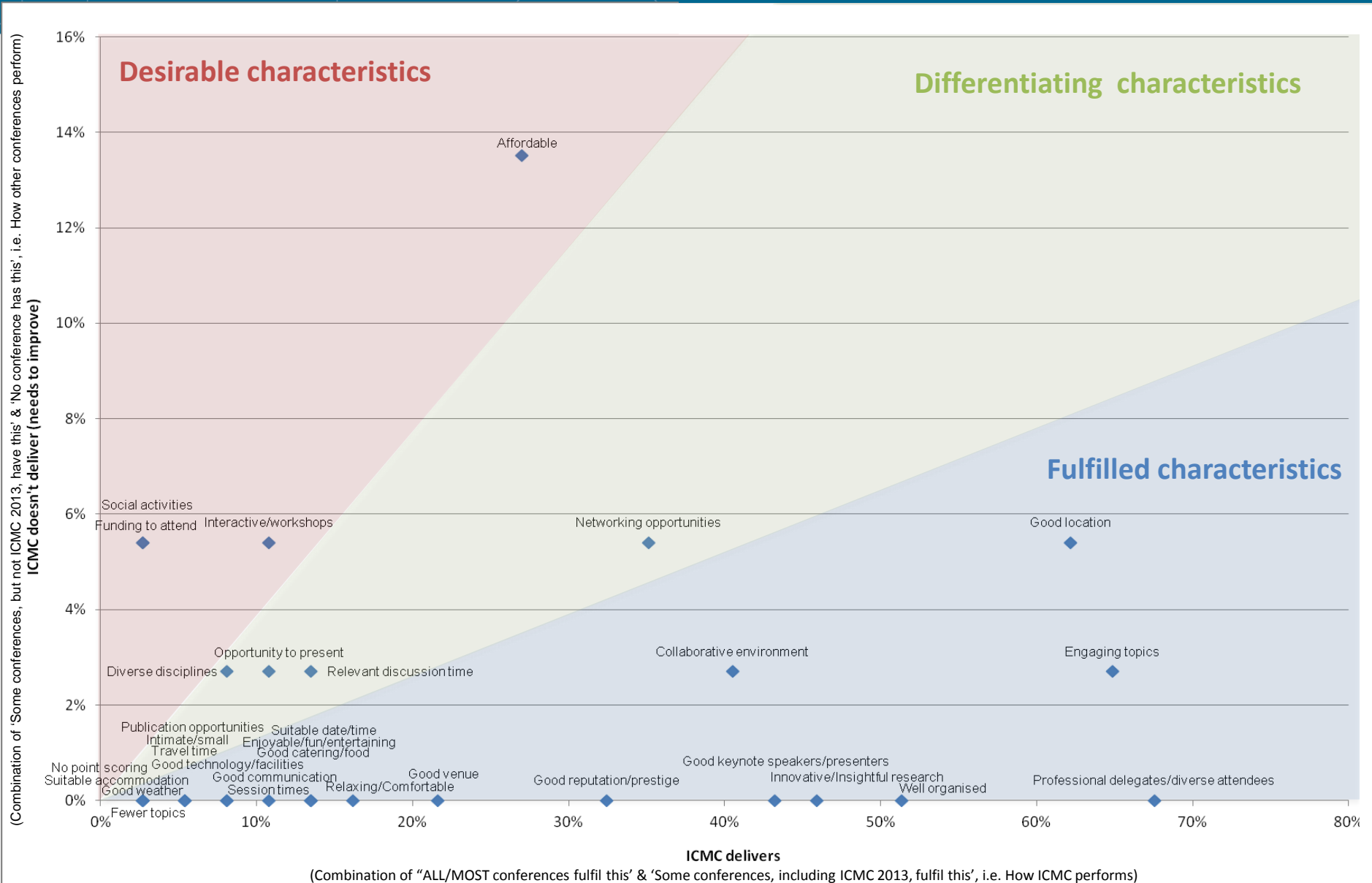
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**Of the respondents who mentioned this characteristic, those who either selected 'Some conferences, but not ICMC 2013, have this' OR 'No conferences have this'

ICMC 2013 Characteristics Overview

- There are 20 characteristics where 100% of those who listed these characteristics, agreed that it was being delivered by all or by some (including ICMC 2013).
- Several respondents from this sample felt ICMC did not deliver on the following characteristics:
 - **Affordability** – this ties in with 'funding to attend' where some suggested additional sponsorship can help with subsidising the cost to attend.
 - **Interactive/practical workshops** – few have expressed an interest in having more practical sessions.
 - **Additional social activities** – though frequency of mentions is lower.

ICMC performance (characteristics)



Your comments & feedback

Thanks for organising the conference. I enjoyed it. It was well organised, I found useful ideas and I thought the atmosphere was very warm.

Best conference ever

Great conference.
Exceeded my expectations

Fantastic organisation of the conference.

ICMC conference dinner was not well. Meals are distributed randomly. Only one fixed menu would be better

I liked this conference but with respect to the previous ones I think the level of presented papers was lower. Some papers were simply applications with no contribution to the literature.

Fantastic organisation :-)
One of the best conferences I have been in 20+ years.

Suggestion: incorporate more feedback on submitted papers. Some conferences (DRUID) include an extensive feedback session on the methodology used. This would fit very well within ICMC, although it costs some extra effort

You might guess I really appreciated the conference. ICMC11 was excellent and you matched it and bettered it for sure. (Not that I want to criticise but the ICMC11 offered a track with fuller reviewing which somehow this time got lost.)

Thanks for a well-organized conference!

Thanks for organising the conference so well, it was an excellent event.

This was one of the best conferences I have ever attended.