

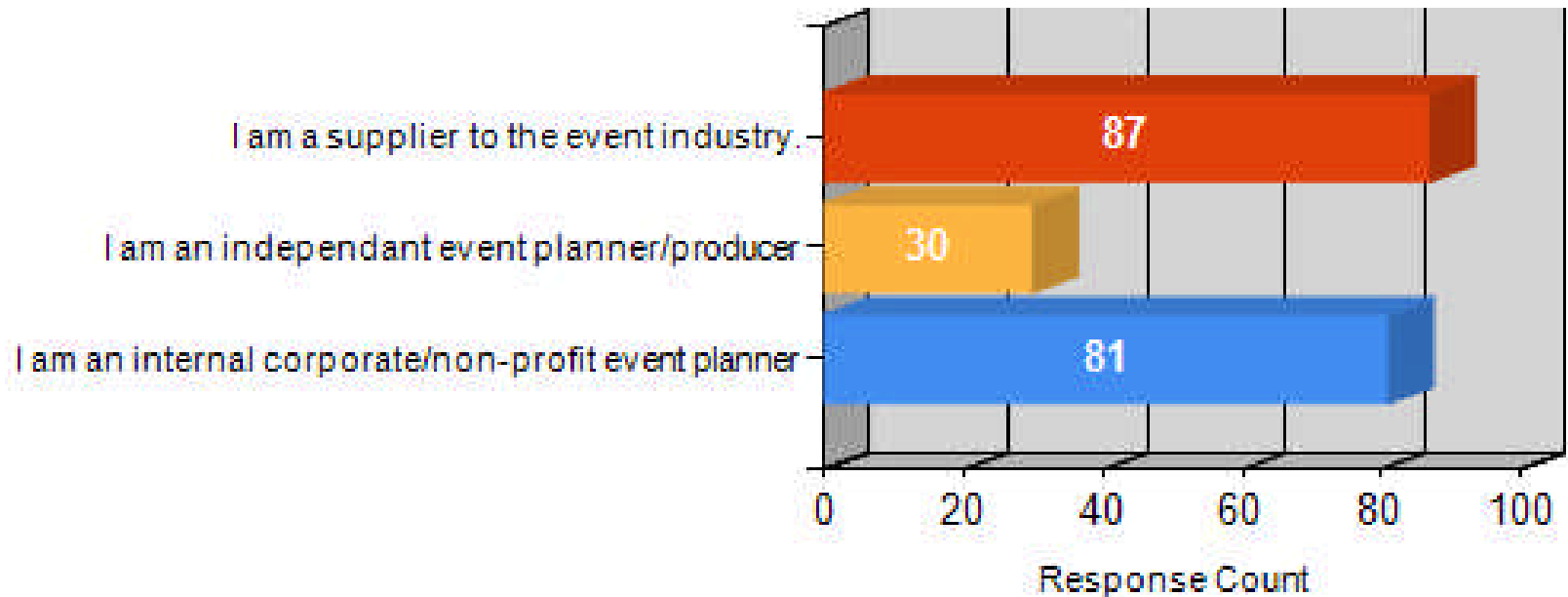
Minneapolis-St Paul Economic Climate Survey





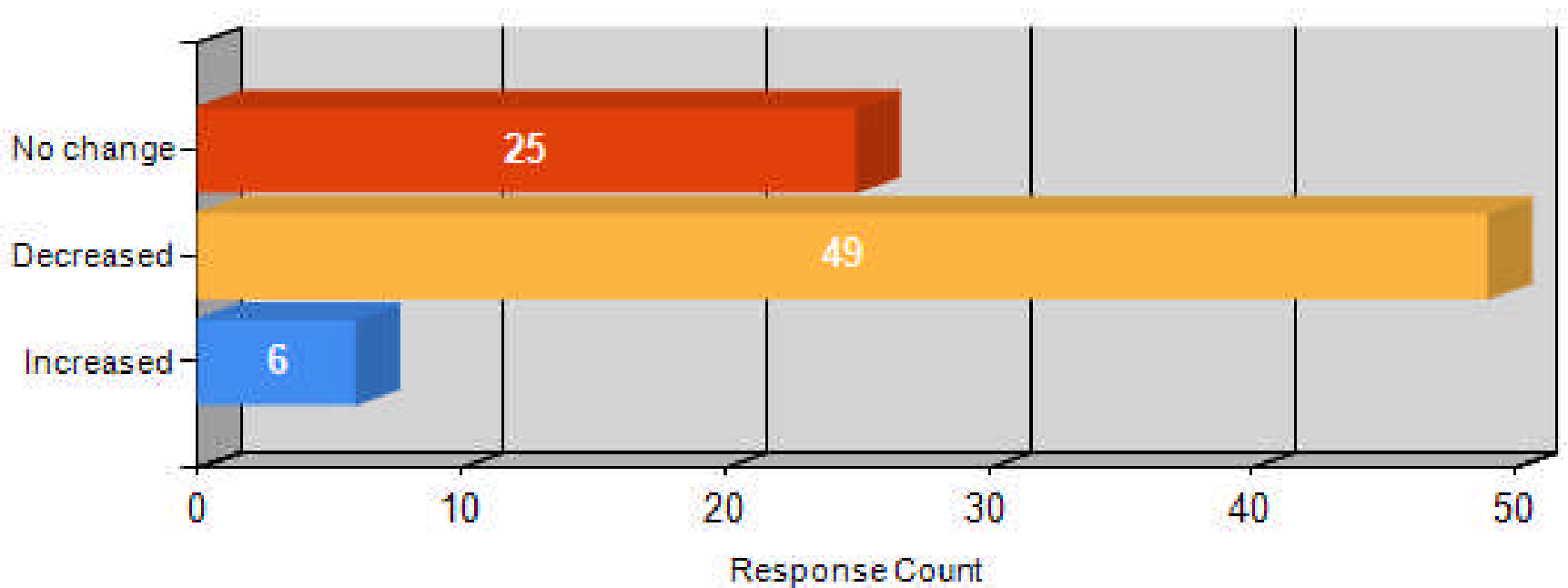
Survey Respondents

198 Total Survey Respondents



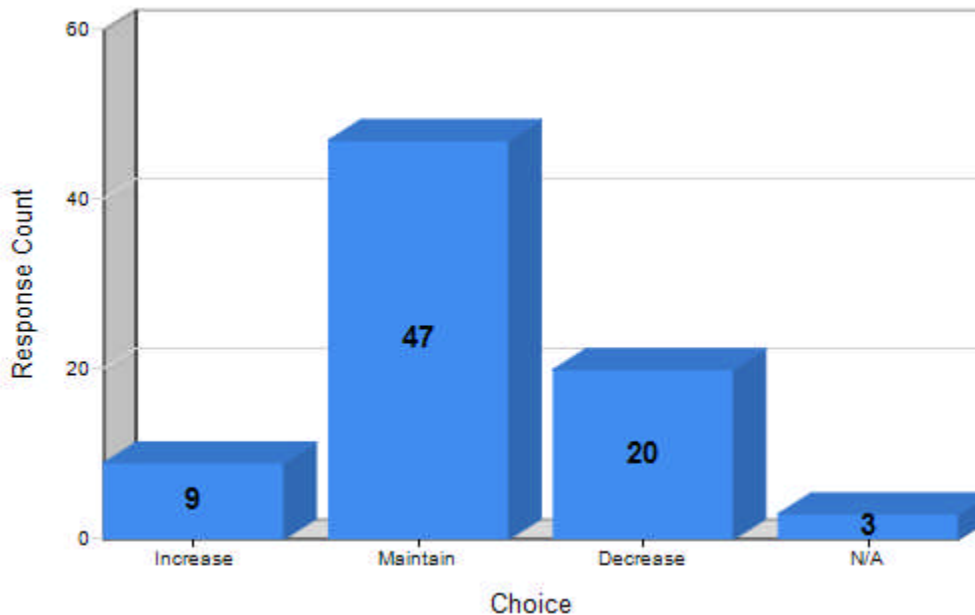
Internal Corporate/Non-Profit Planners

As compared to 2008, has your 2009
total Event Budget:



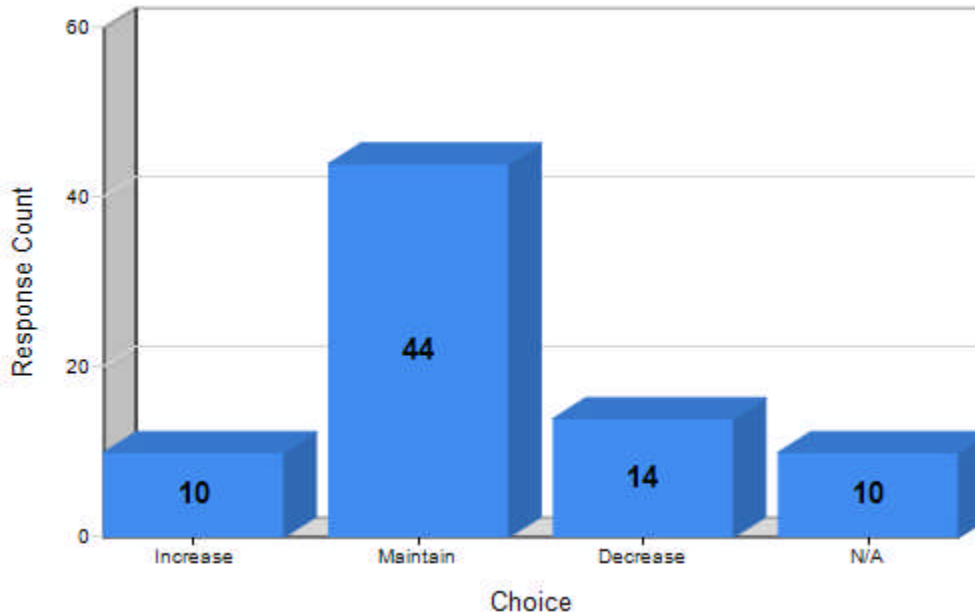
Internal Corporate/Non-Profit Planners

Compared to 2008, does your organization plan
To Increase, Decrease, or Maintain the number
Events produced in 2009?



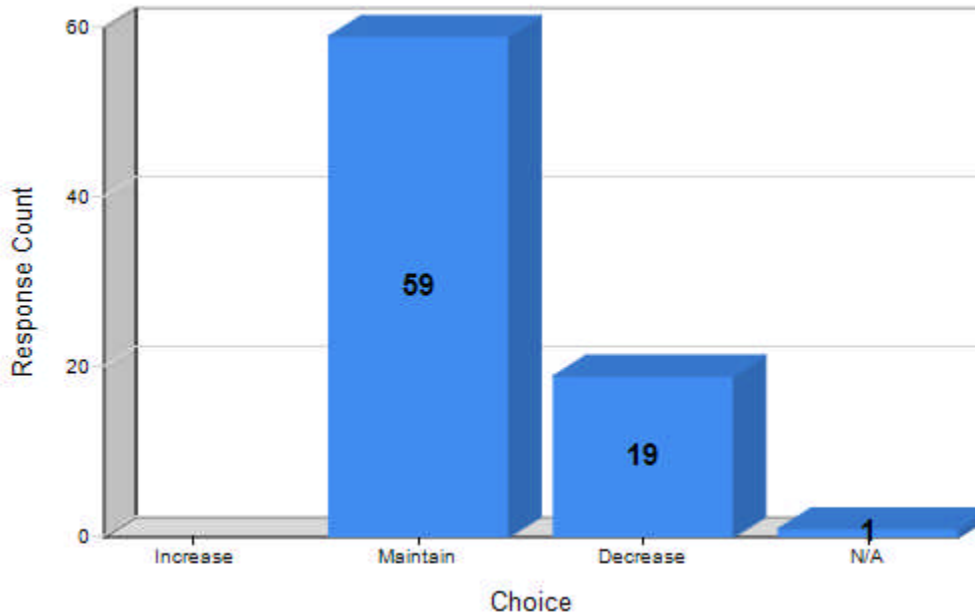
Internal Corporate/Non-Profit Planners

Event Promotions and Marketing



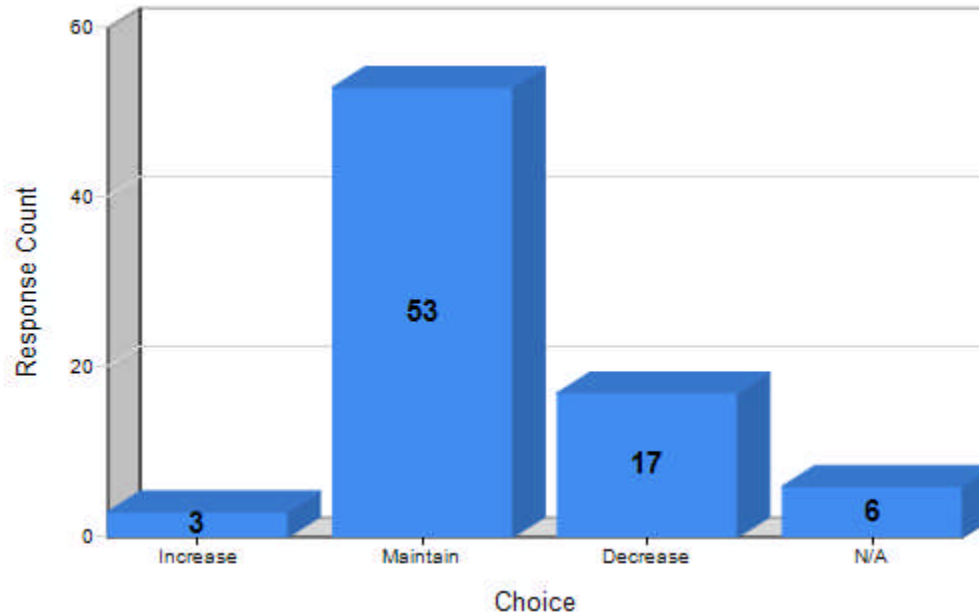
Internal Corporate/Non-Profit Planners

Food and Beverage



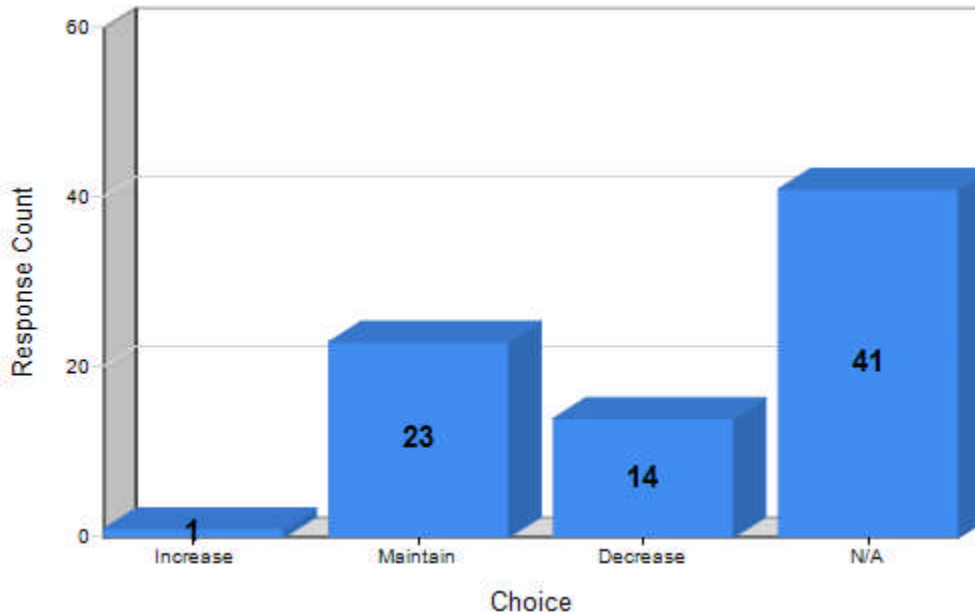
Internal Corporate/Non-Profit Planners

Venue



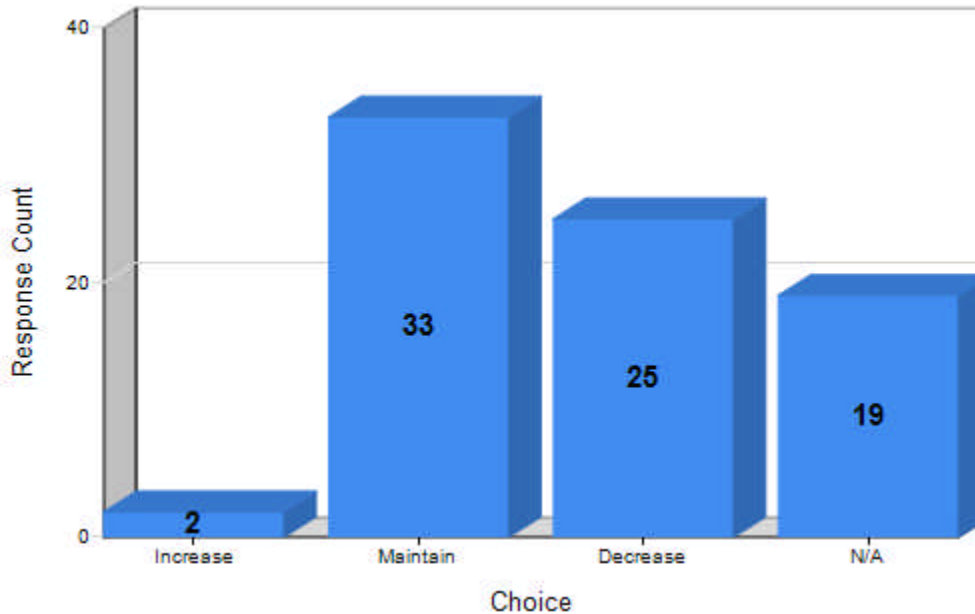
Internal Corporate/Non-Profit Planners

Tenting



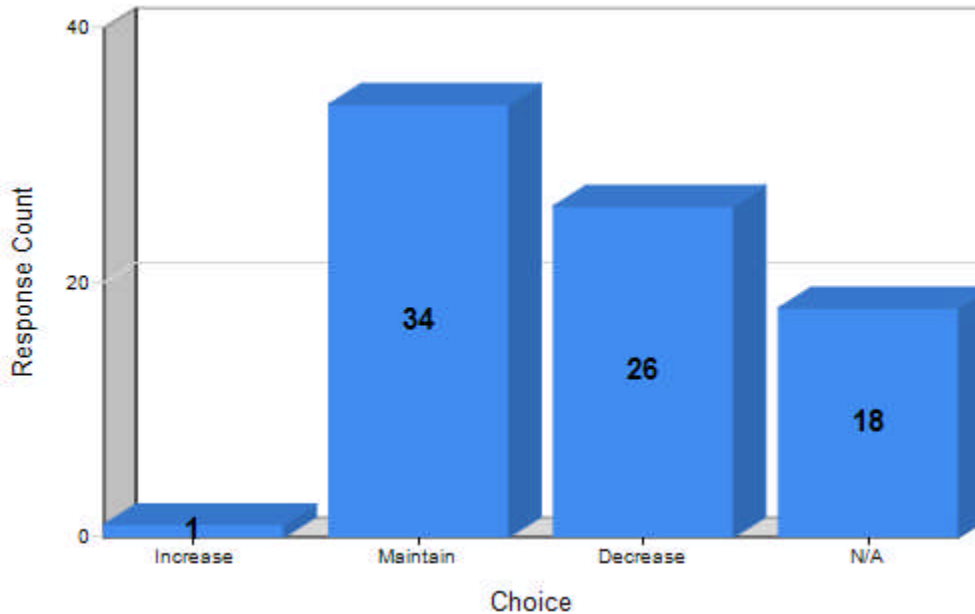
Internal Corporate/Non-Profit Planners

Linens



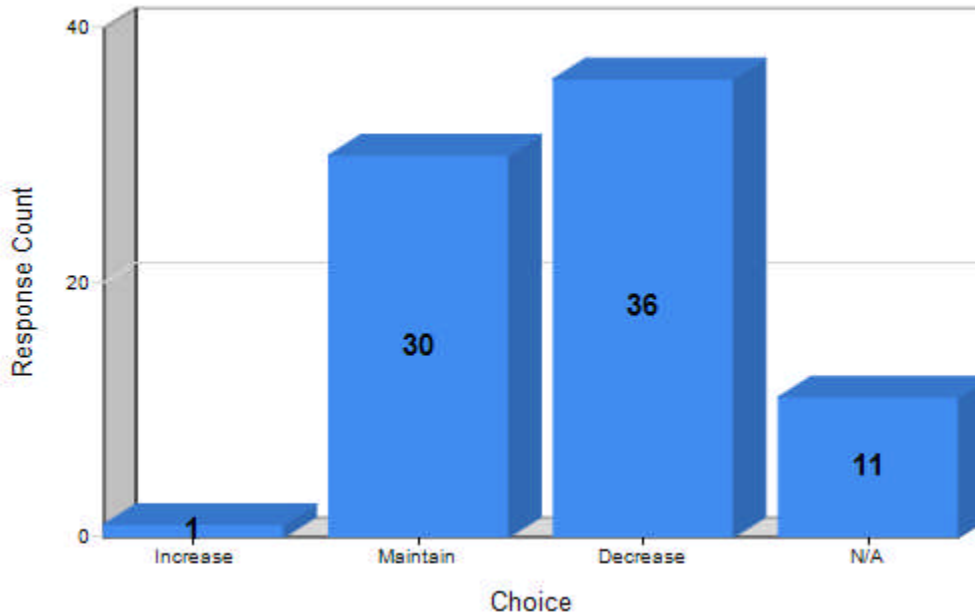
Internal Corporate/Non-Profit Planners

Floral

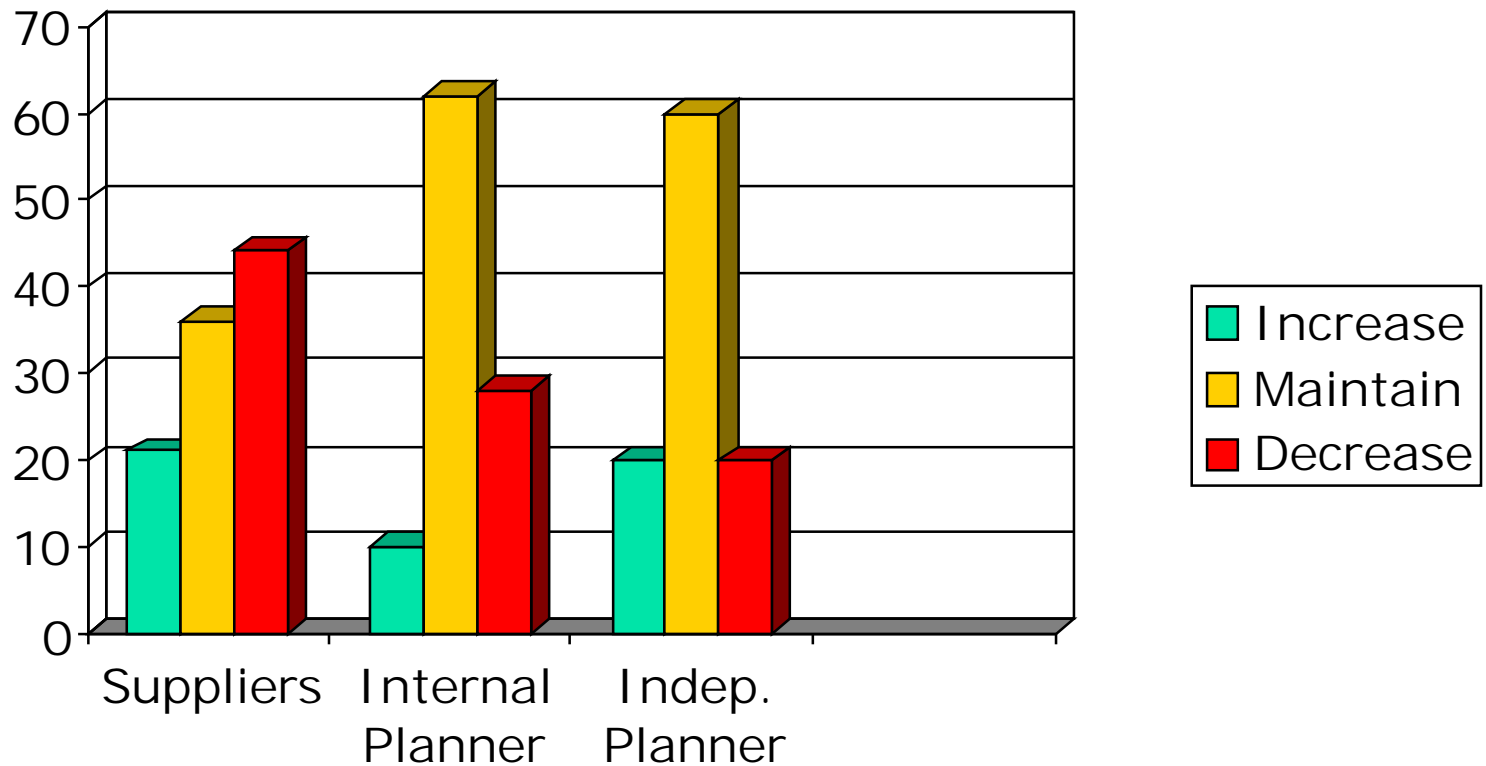


Internal Corporate/Non-Profit Planners

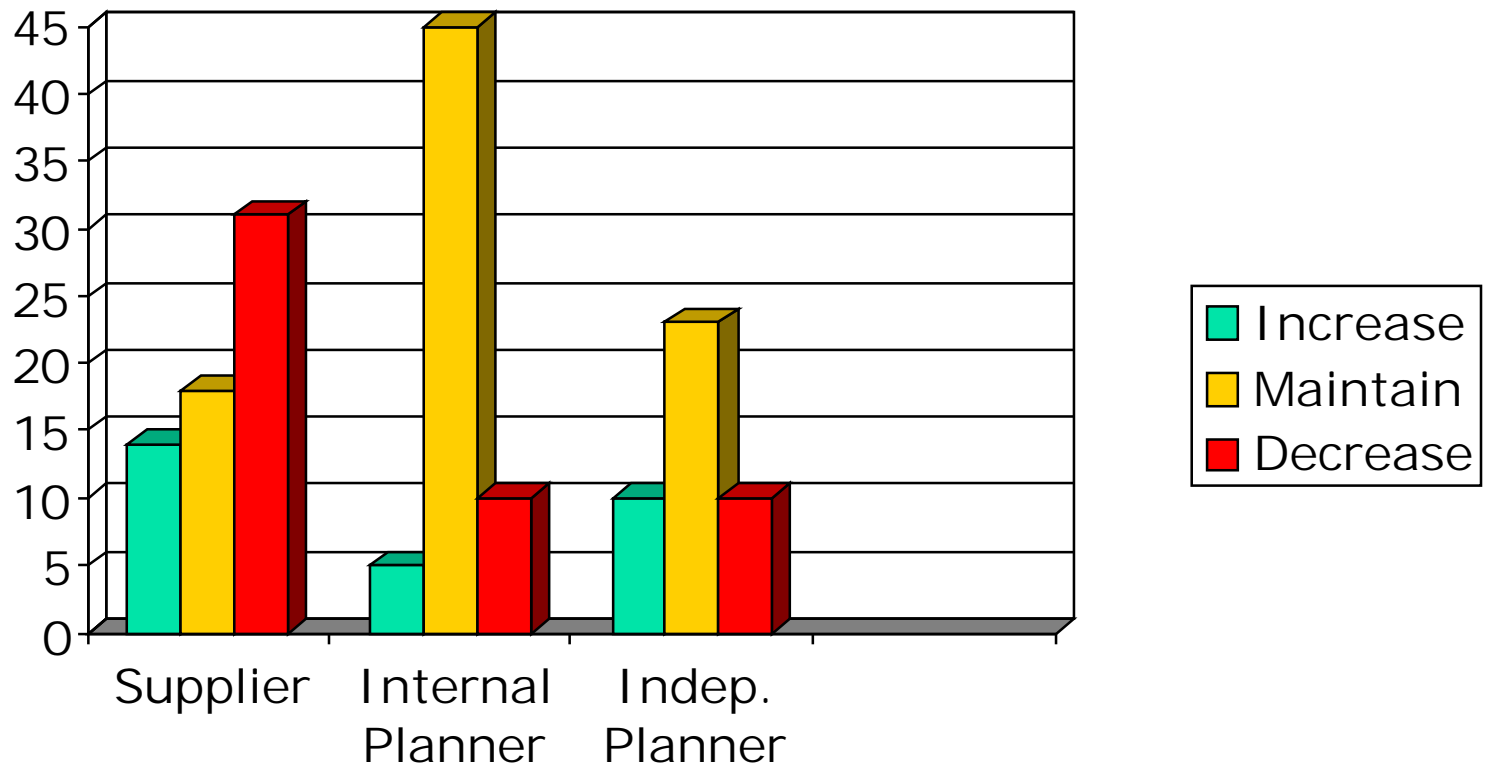
Decor/Rental



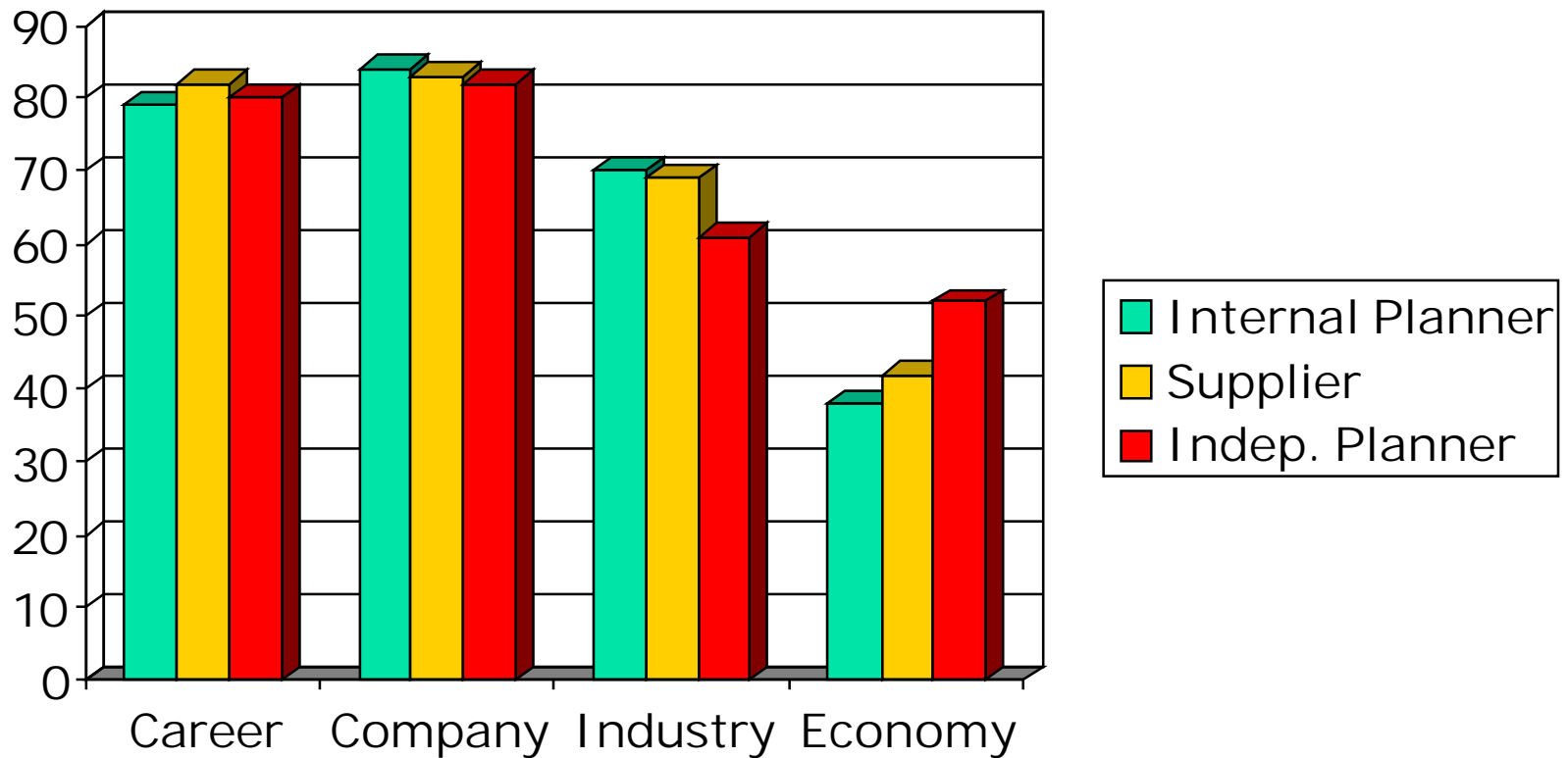
Last 6 Months of 2008 Staffing Levels (%)



2009 Projected Staffing Levels (%)



How Confident Are You About:





Comments from Suppliers

If you could tell your clients something,
what would it be?

Allow us more participation earlier to help manage budget constraints.

When times are tough, it is more important than ever to promote your brand

Instead of trying to make your budget fit your guest count,
make your guest count fit your budget.

Keep true to the Brand; cut the rest.

Seek out quality first, then price.



Comments From Independent Planners

If you could offer your clients one suggestion on a budget line or item not to cut or decrease, what would it be?

Do not cut on quality of service or food!
(mentioned by most respondents)

Canceling the event all together



Comments from Internal Planners

What are you looking for, from your suppliers, that can help you be successful in 2009?

Positive attitude

A Preferred client discount
(multiple mentions)

Creative ways to cut costs.
(multiple mentions)

Best pricing up front that shows value, rather than straight discounting.

Experience and Knowledge. Don't just throw a quote together.



Everyone – The Economy

The current economy is just a cycle.

The cycle reoccurs over and over again through out our economic system.
It will pass.

Our funding relies on company sponsorship, which has declined slightly,
but not as much as we had projected.

It seems to be getting busier.

But, that seems a contrast to the economic climate. Odd, but feels good.

Overall, we are maintaining the status quo until we can clearly see the
impact of the current economic situation

Our business is down approx. 30%.

I have heard that the industry average is 40%.

However, recently we have started to see an upturn in revenue....



Everyone – The Economy

Not only is my organization cutting costs – but we have seen a dramatic decrease on the ability for others to attend events because of their own corporate spending decreases.

With the decisions like Wells Fargo to pull incentive programs entirely, rather than scale them down, creates a huge ripple effect that we are trying to fight against by sending representatives to Washington.

Business is extremely slow and serious leads are only trickling in compared to only a year ago when we were very busy.



Everyone – The Economy

We are going gangbusters and I need to hire independent contractor designers.

We've been able to bring a significant number of new clients which has enabled us to continue to grow even in this troubled economy.

We will "happen" to the economy. Not let the economy "happen" to us.

Doin' Fine in 2009!

The End

(Of the presentation,
but there are more survey results)

As a Member Benefit, the full survey results will be posted in our Members' Only area of our website and on www.ises.com on the ISES Community

For more information please contact:

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