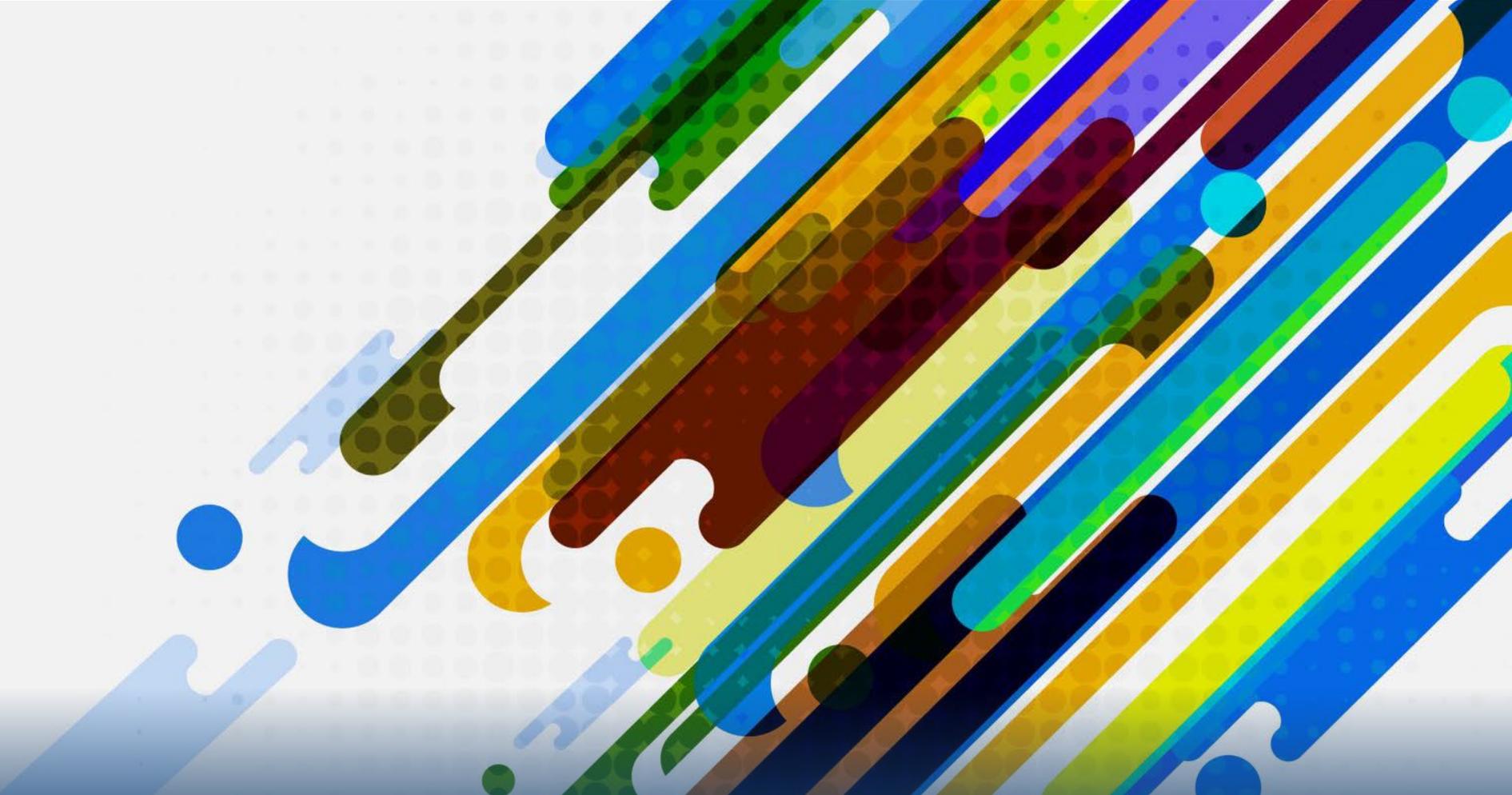


# SGMP National Member Benefits Survey

July 2023





# Background



THE SGMP MEMBER BENEFITS  
SURVEY WAS RELEASED ON JULY  
11, 2023.



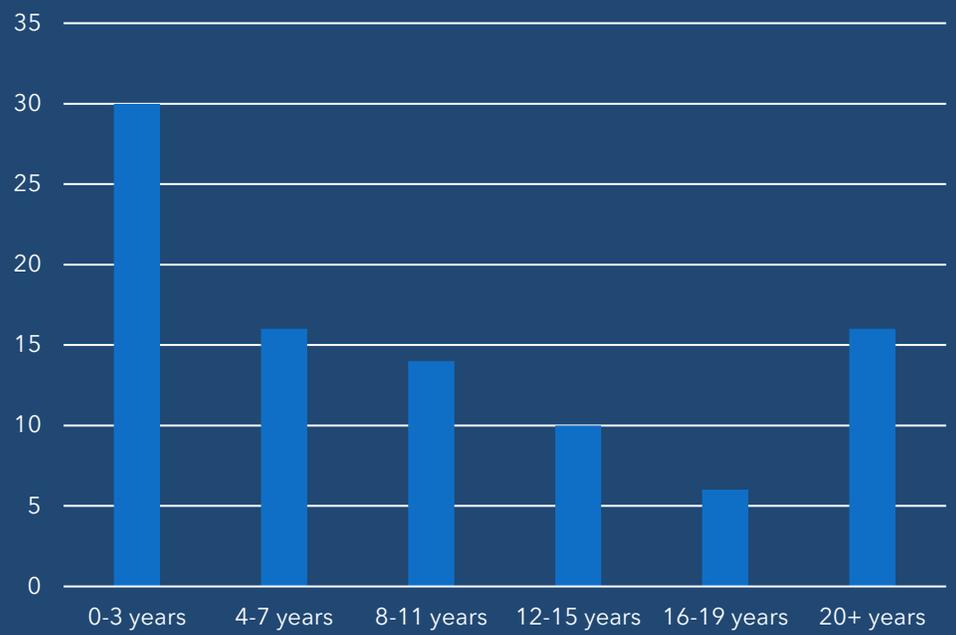
SGMP RECEIVED 118 COMPLETE  
RESPONSES.



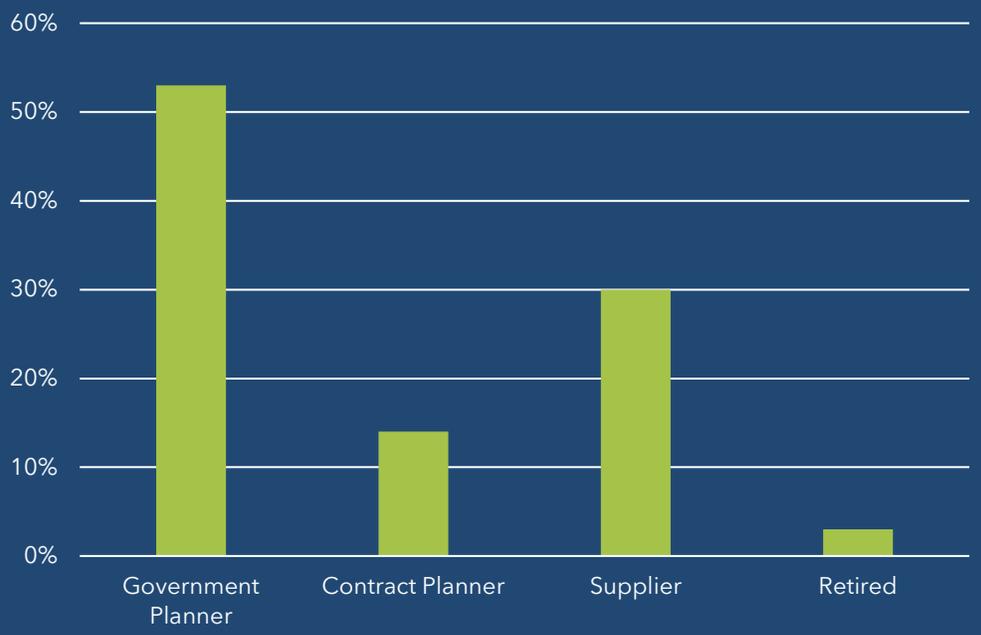
# Demographics

## Member Length & Type

SGMP Membership Length



Member Types

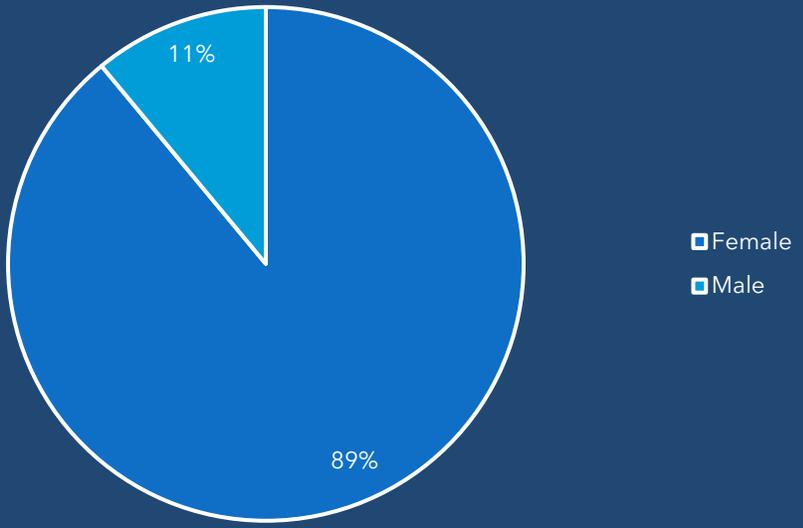




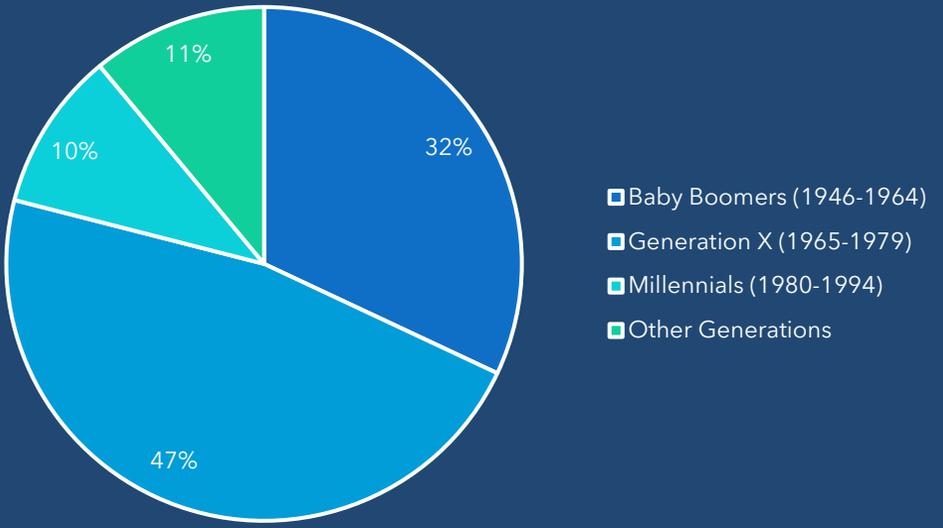
# Demographics

## Member Sex & Generation

SGMP Members by Sex



SGMP Member by Generation





# Demographics

## Chapter Affiliation

<b>Chapter Affiliation</b>	<b>% of Respondents</b>
<b>At-Large</b>	2.54%
<b>Arizona</b>	1.69%
<b>Central Florida</b>	1.69%
<b>Florida Capital</b>	0.00%
<b>Georgia Peach</b>	3.39%
<b>Golden State</b>	7.63%
<b>Greater Oregon</b>	5.08%
<b>Louisiana</b>	7.63%
<b>Michigan</b>	13.56%
<b>Missouri State Capital</b>	5.08%
<b>National Capital</b>	21.19%
<b>North Carolina</b>	0.85%
<b>Northern Lights</b>	1.69%
<b>Old Dominion</b>	4.24%
<b>Oklahoma</b>	0.00%
<b>Pacific Northwest</b>	5.08%
<b>Rocket City Alabama</b>	5.08%
<b>Rocky Mountain</b>	5.08%
<b>San Antonio Alamo</b>	2.54%
<b>Texas Lone Star Capital</b>	5.93%



# Demographics

## Experience

3.83

Average NECs attended

16.5

Average years as a  
Government Meeting  
Professional



# Demographics

## Certification

52% - CGMP

37% - Other certifications

- CTA
- CMP
- DES
- VEMM
- TMP
- GMS
- CEM
- SEPC
- MWP
- CAE
- CFMP
- HMCC
- CVEP
- CMPCPCE



# SGMP Comparative Value



Less Value

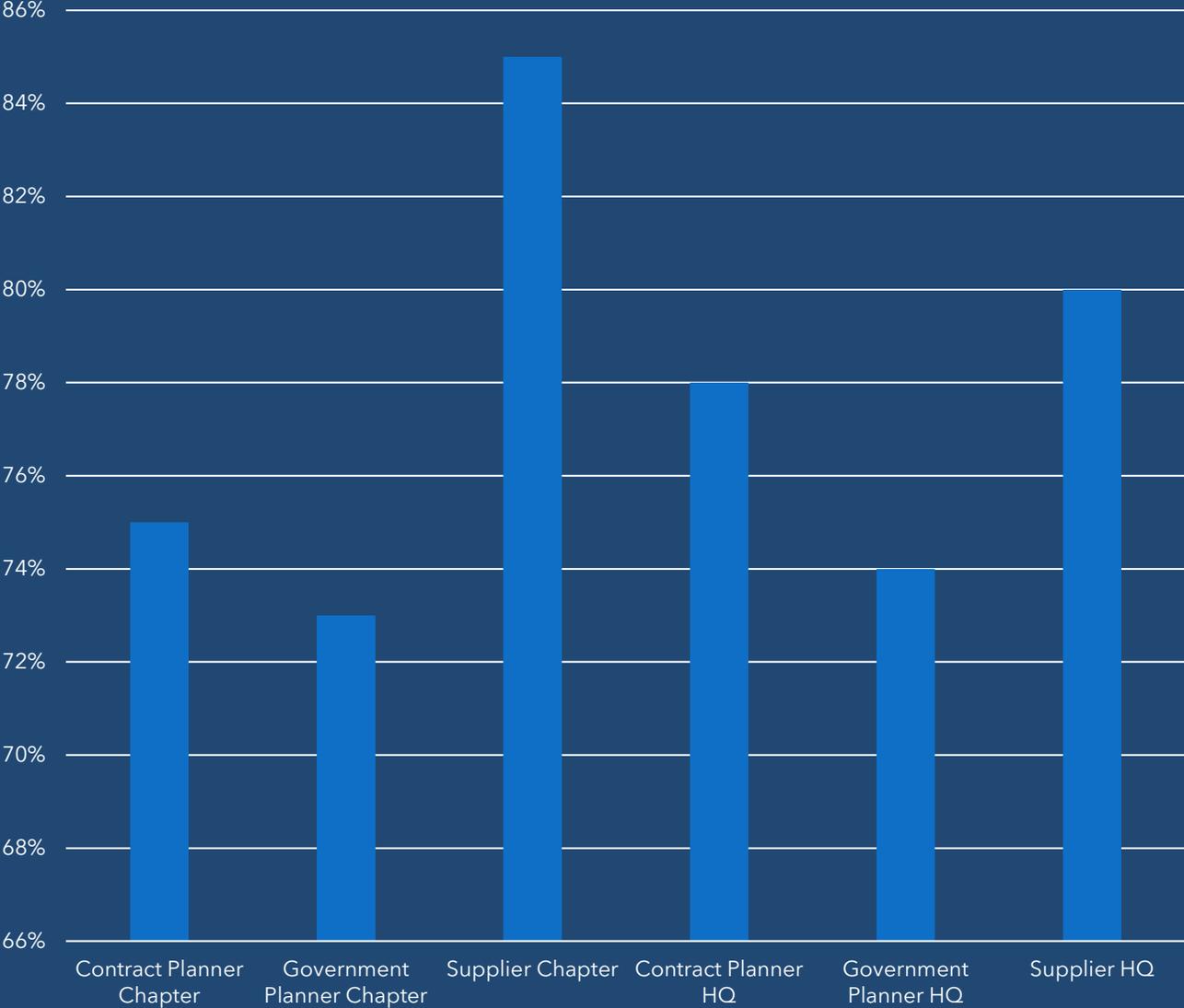
More Value





# Satisfaction by Member Type

Overall Satisfaction by Member Type

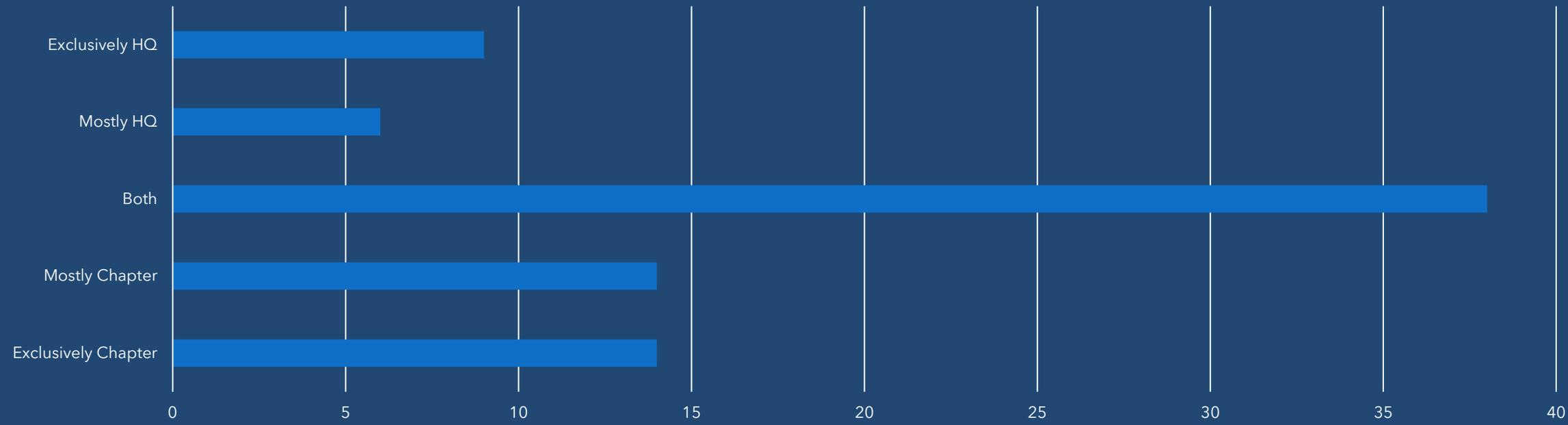




# Chapter Involvement

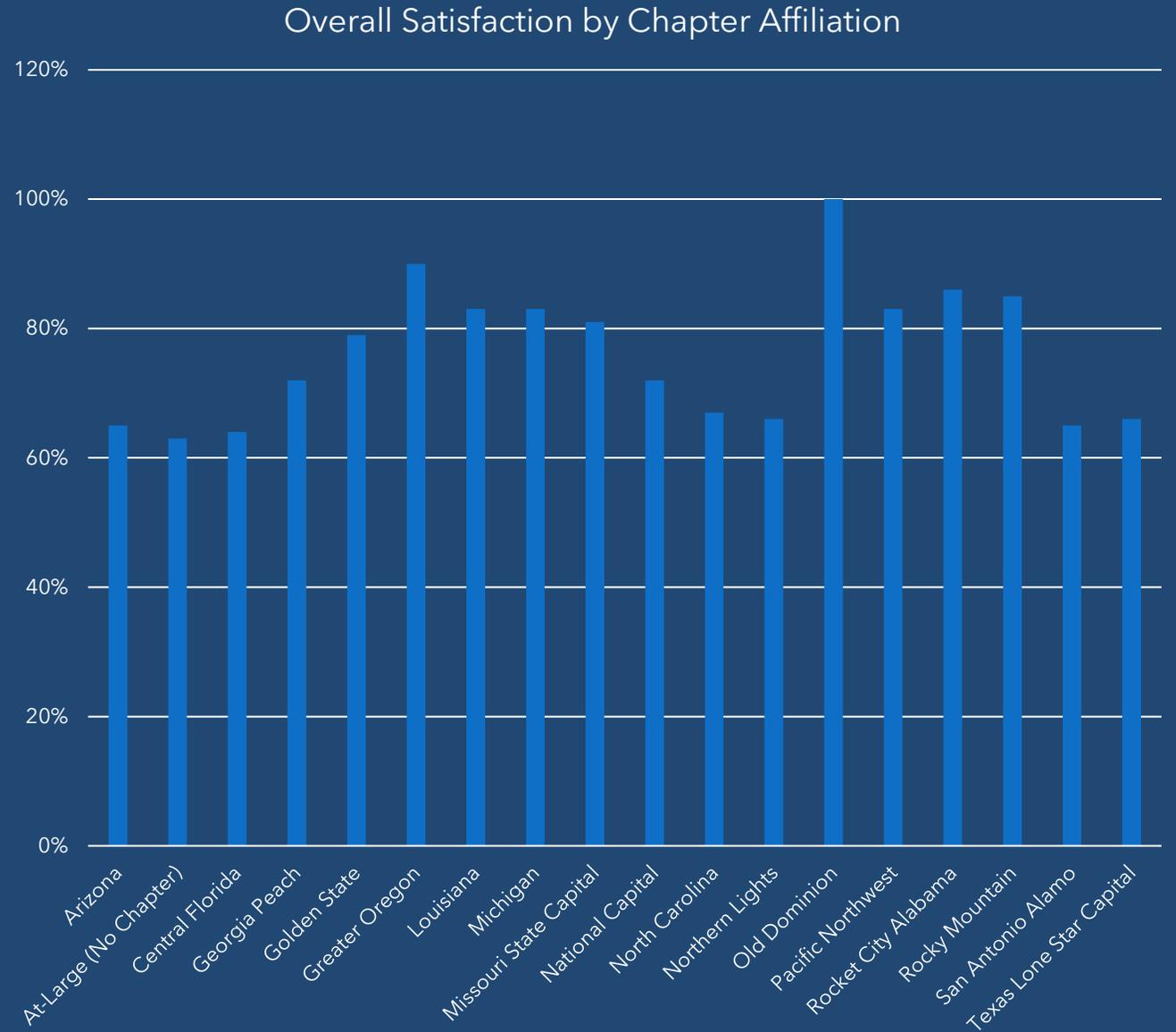
1/3 mostly or exclusively at SGMP Chapters

Where do you access your SGMP benefits?





# Satisfaction by Chapter Affiliation

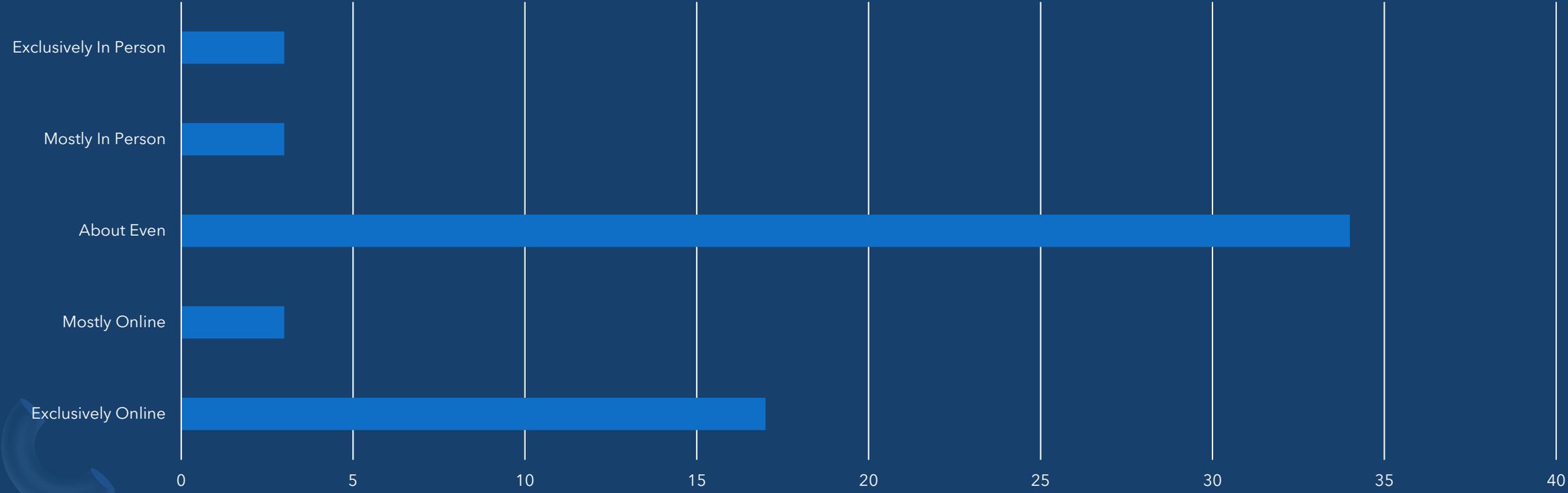




# Benefit Modality

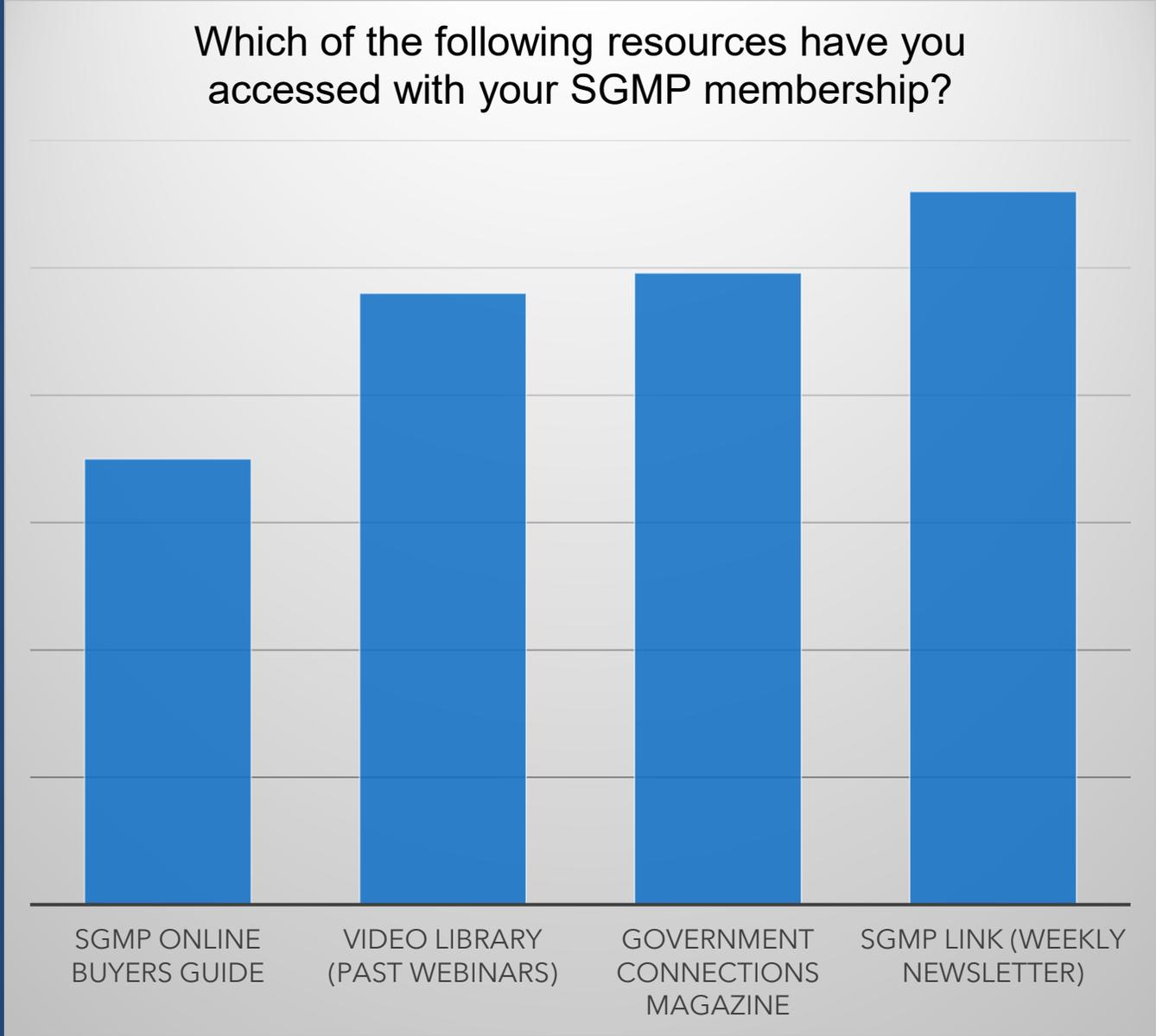
>15% exclusively online

How do you prefer to access your member benefits?



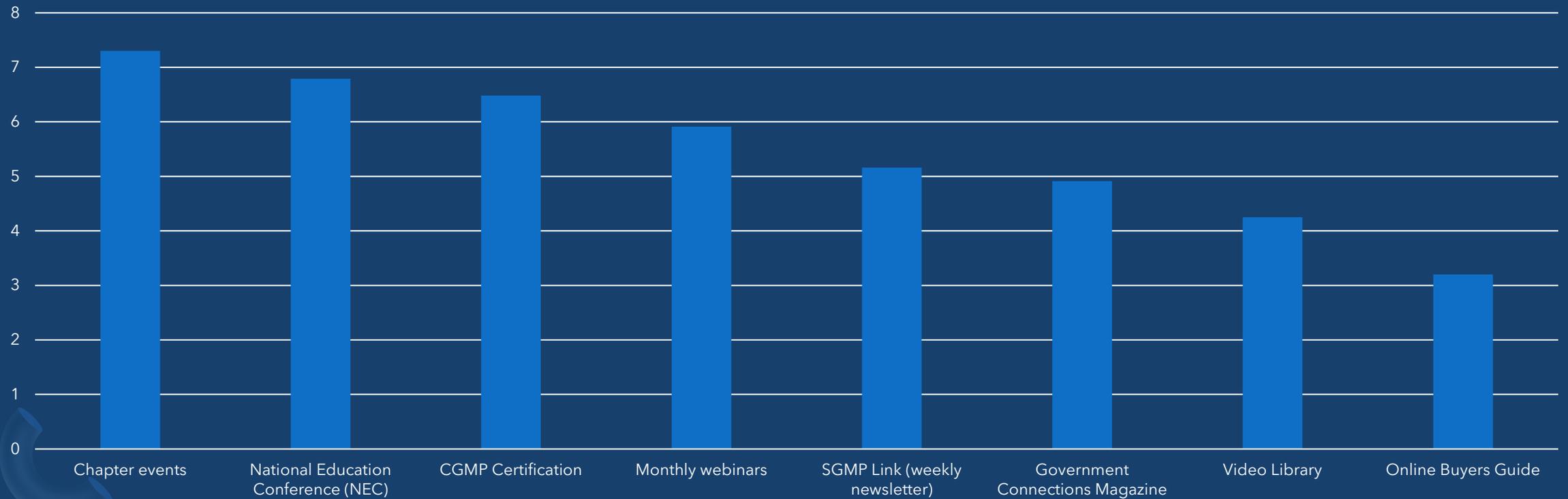


# Resources



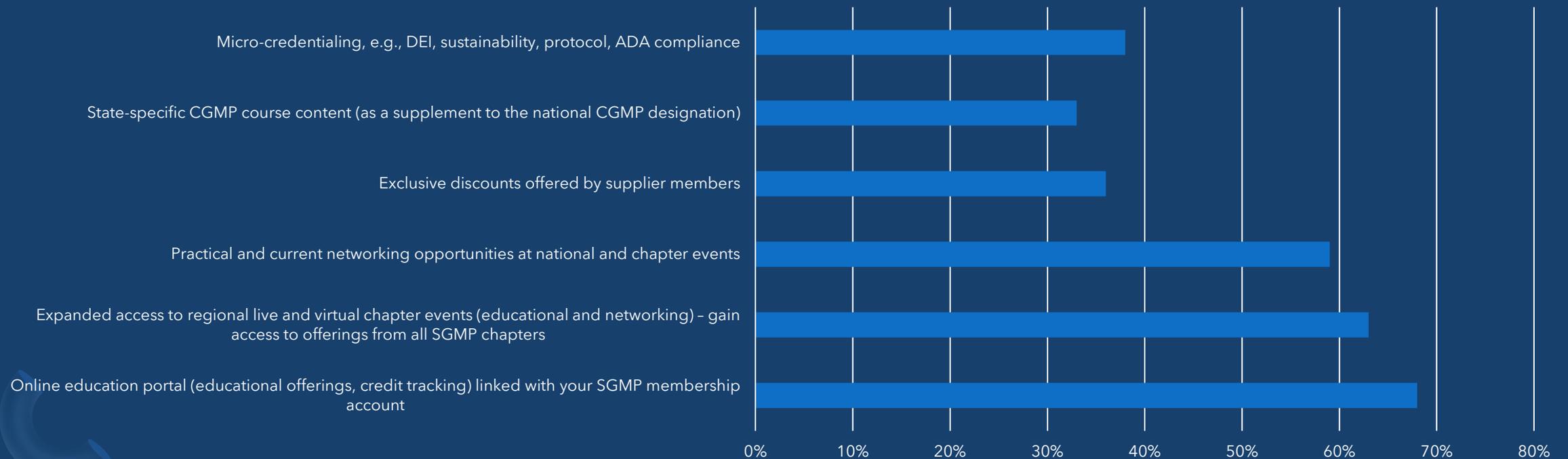
# Benefit Ranking

Please rank the following SGMP benefits according to their importance to you.



# Proposed Benefits

Which of the following proposed benefits would influence your decision to renew your SGMP membership?  
(check all that apply)





# Proposals - Education

## Proposed Topics

- Negotiation
- Timelines
- Run of show
- Latest Trends
- AV
- F&B
- Themes
- Invitations
- Table Seating Charts
- Floorplans and Layouts
- Sustainability

## Proposed Actions

- Presentation templates
- Education calendar emails
- Speakers' bureau
- Hands on training
- Industry trends
- Virtual education opportunities
- In-depth and specialized training
- Better credit tracking - CEU database
- More educational offerings
- Micro-learning, micro-credentialing
- Education sessions outside of work hours
- New speakers
- More webinars
- Chapter event sharing / alliance



# Proposals - Communications

## Proposed Actions

- More communication between the National Board and Chapters
- More information and resources for new members
- More communication between chapters
- Updated website
- Reduced email frequency
- Reduced elections emails
- Revised SGMP Strong format
- Focused JLS sessions
- Bi-weekly newsletter
- Easier access to leadership
- Increased transparency
- Clearer communication on strategy and priorities



# Proposals - NEC

Virtual Virtual Virtual Virtual Virtual Virtual Virtual  
Virtual Virtual Virtual Virtual Virtual Virtual Virtual

# Virtual



# Proposals - Resources



Toolkits



Planning resources



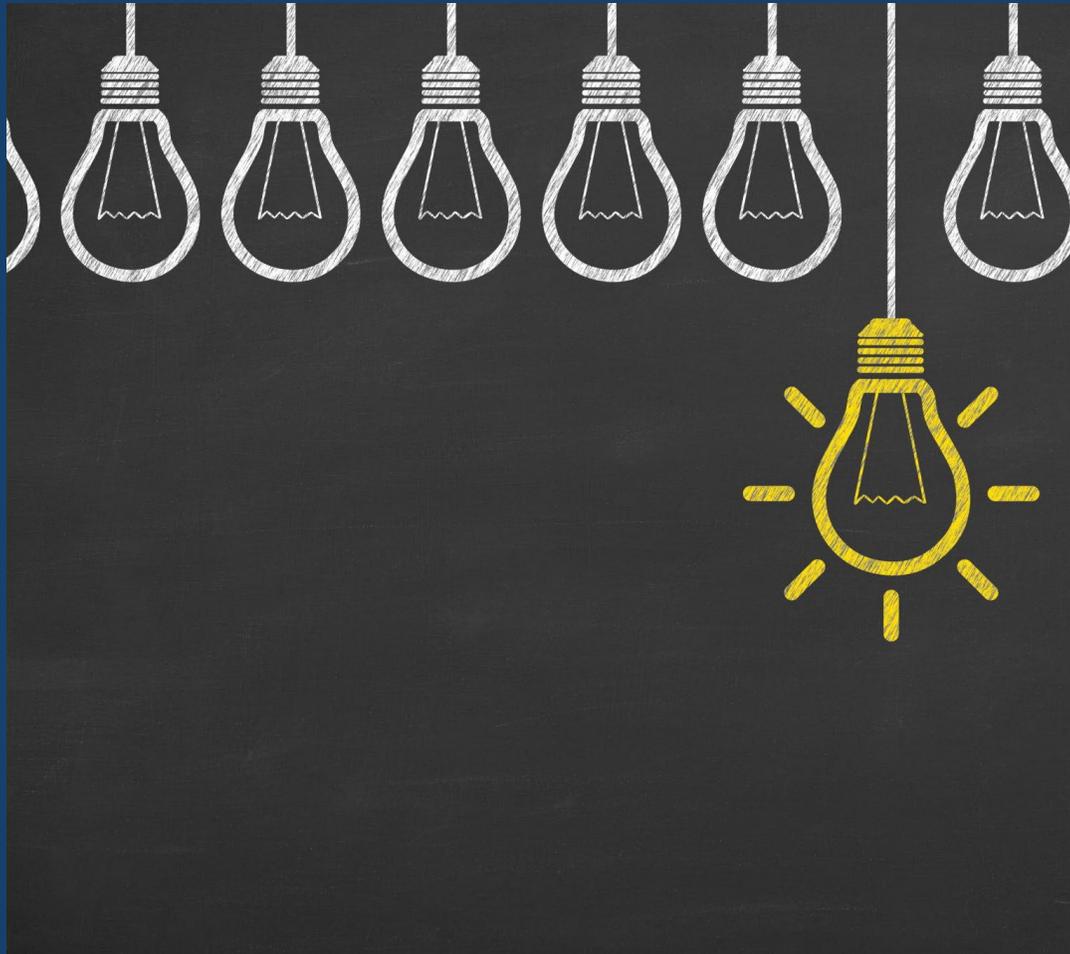
Templates



Government members list



DEI resources



# Proposals - Other

More Networking Opportunities

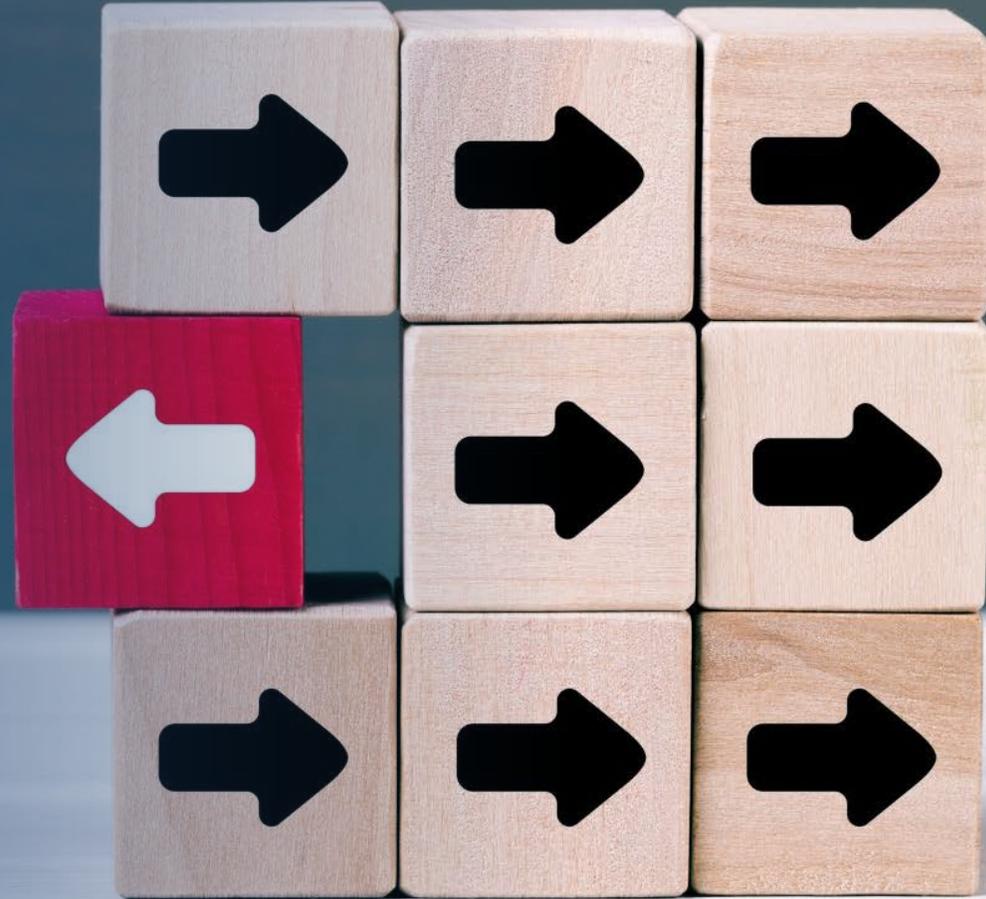
Appeal to younger audiences

CGMP Scholarships



# Next Steps

Strategy & Action Plan





# Committee Feedback & Priorities

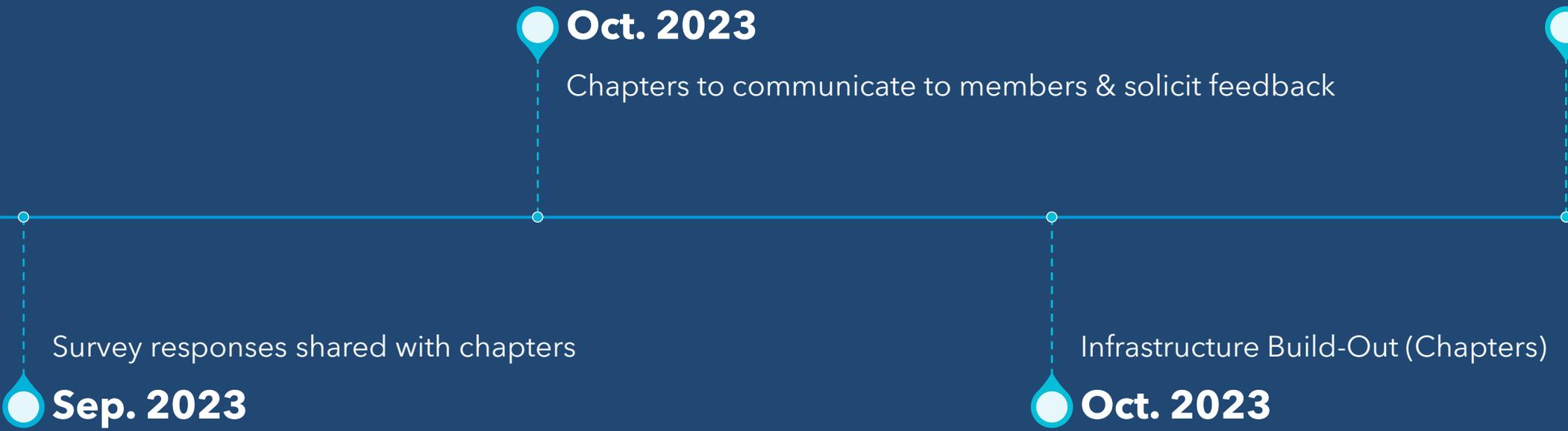




# Chapter Communications & Commentary

2023

Proposed actions due





# Strategic Planning



**Nov. 2023**

National Board Review



**Jan. 2024**

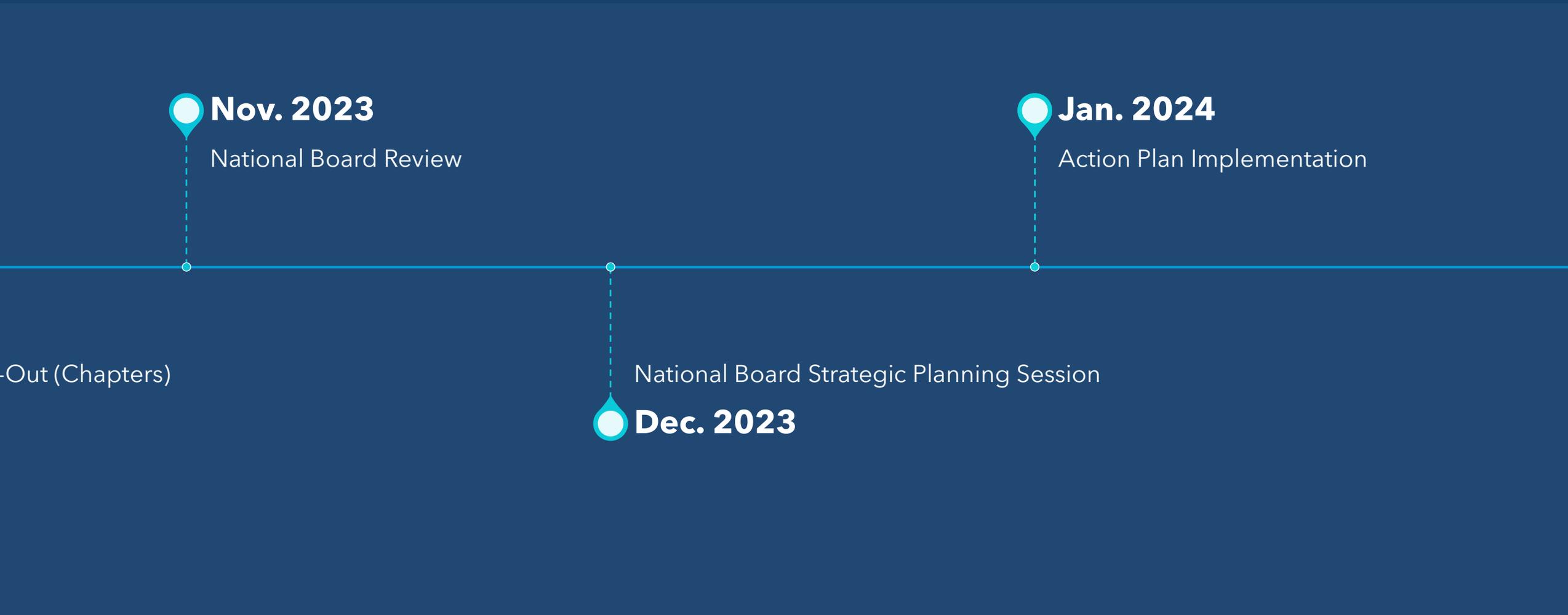
Action Plan Implementation



**Dec. 2023**

National Board Strategic Planning Session

-Out (Chapters)



# Questions?

Please contact:

Katie Herndon, PhD, Executive Director SGMP  
[executivedirector@sgmp.org](mailto:executivedirector@sgmp.org)

