



Summary Report

Analysis and Findings

From

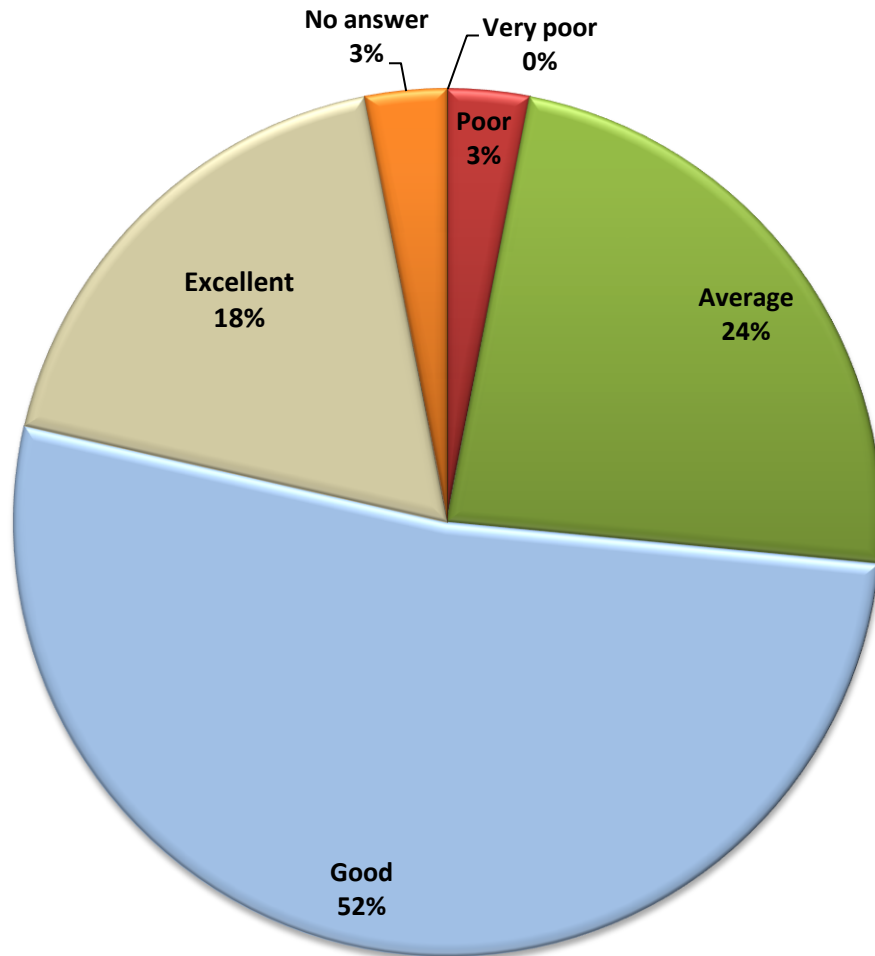
Conference Evaluation

9th March 2011

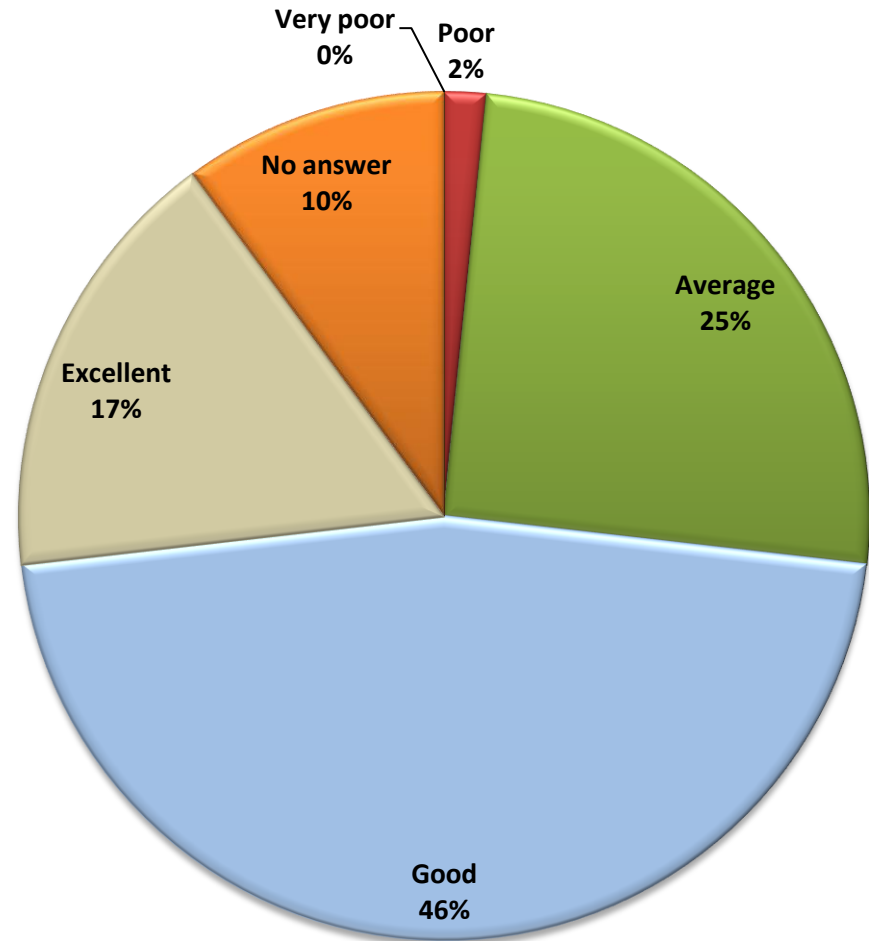
Issued: 31st March 2011

PART A – PRE-CONFERENCE

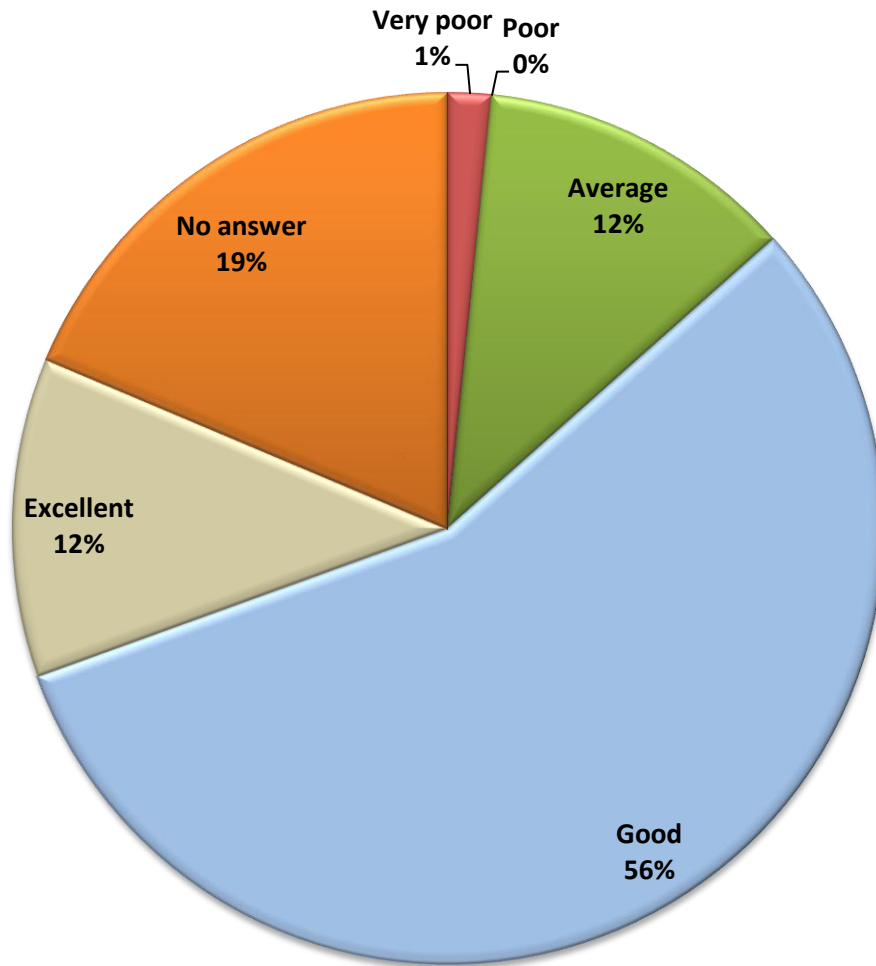
Communication & Information



Business of Ageing Website



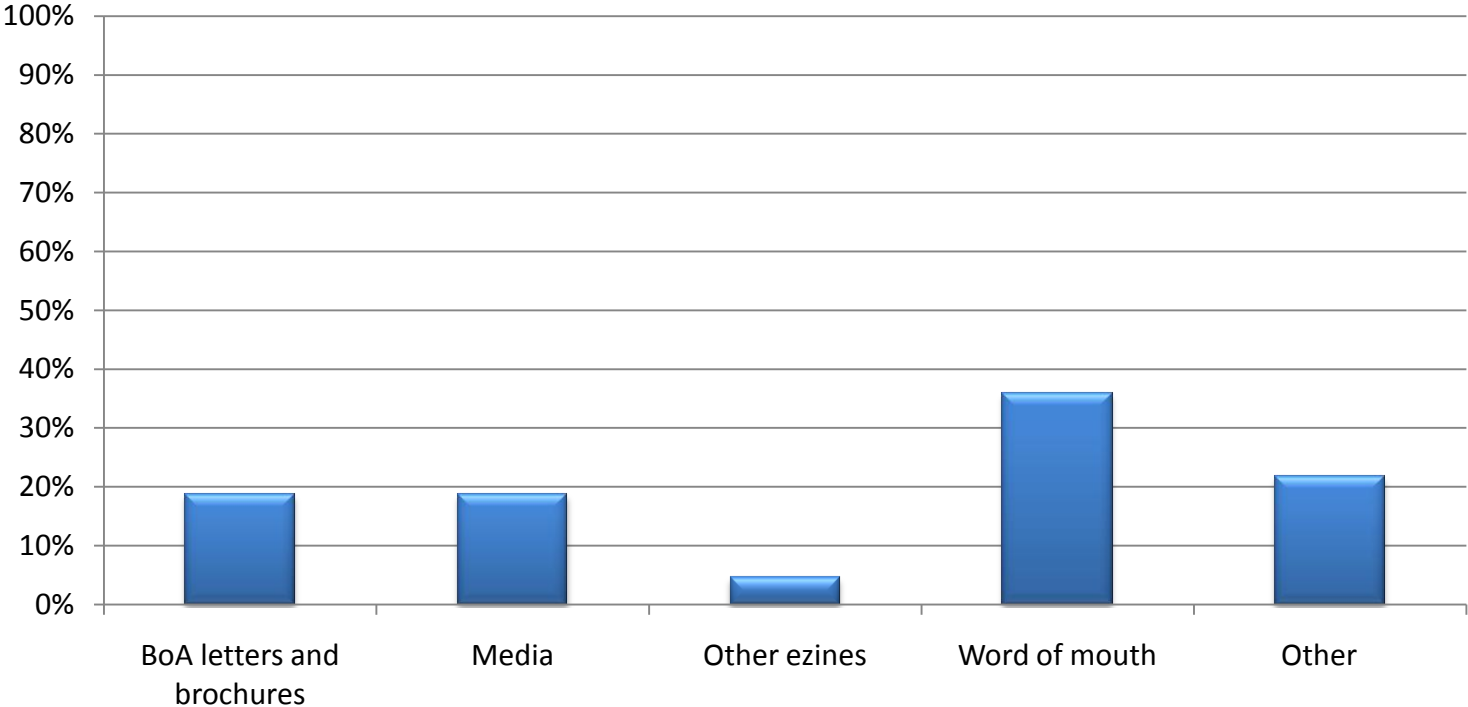
Promotional Letters and Brochures



Pre-Conference Additional Comments:

- Excellent PR
- Put the event on LinkedIn
- Confusion re parking
- First heard of on Newstalk Tuesday evening
- Good pre-conference service
- Bombarded by emails & calls
- Way too much spam
- Too much promo from different people (confusing)
- A little more info rather than PowerPoint presentation
- Staff very responsive and pleasant
- Was not aware of organisation before now
- Very hard to get anyone on the phone to make enquiries

How did you hear about the conference?

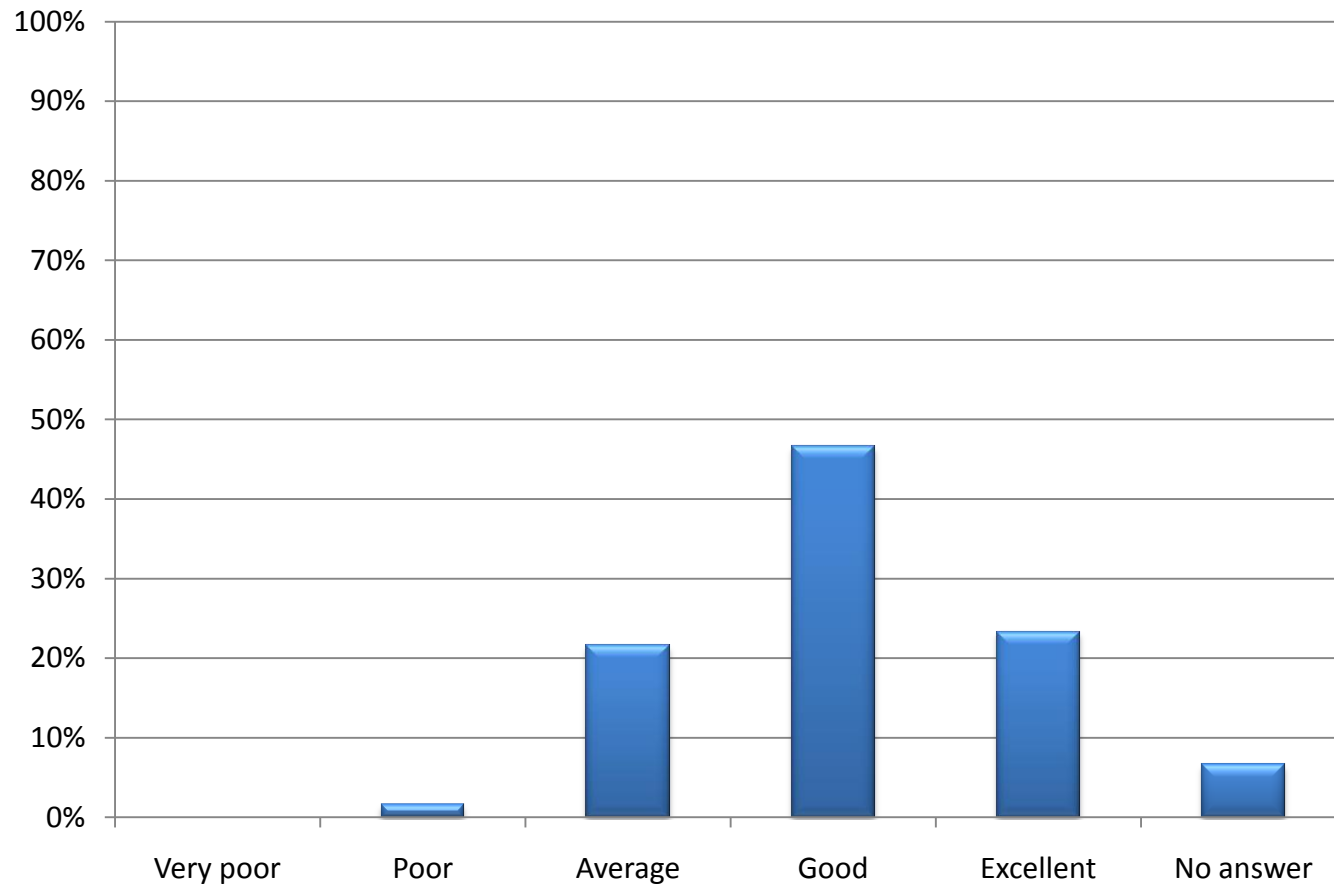


Other:

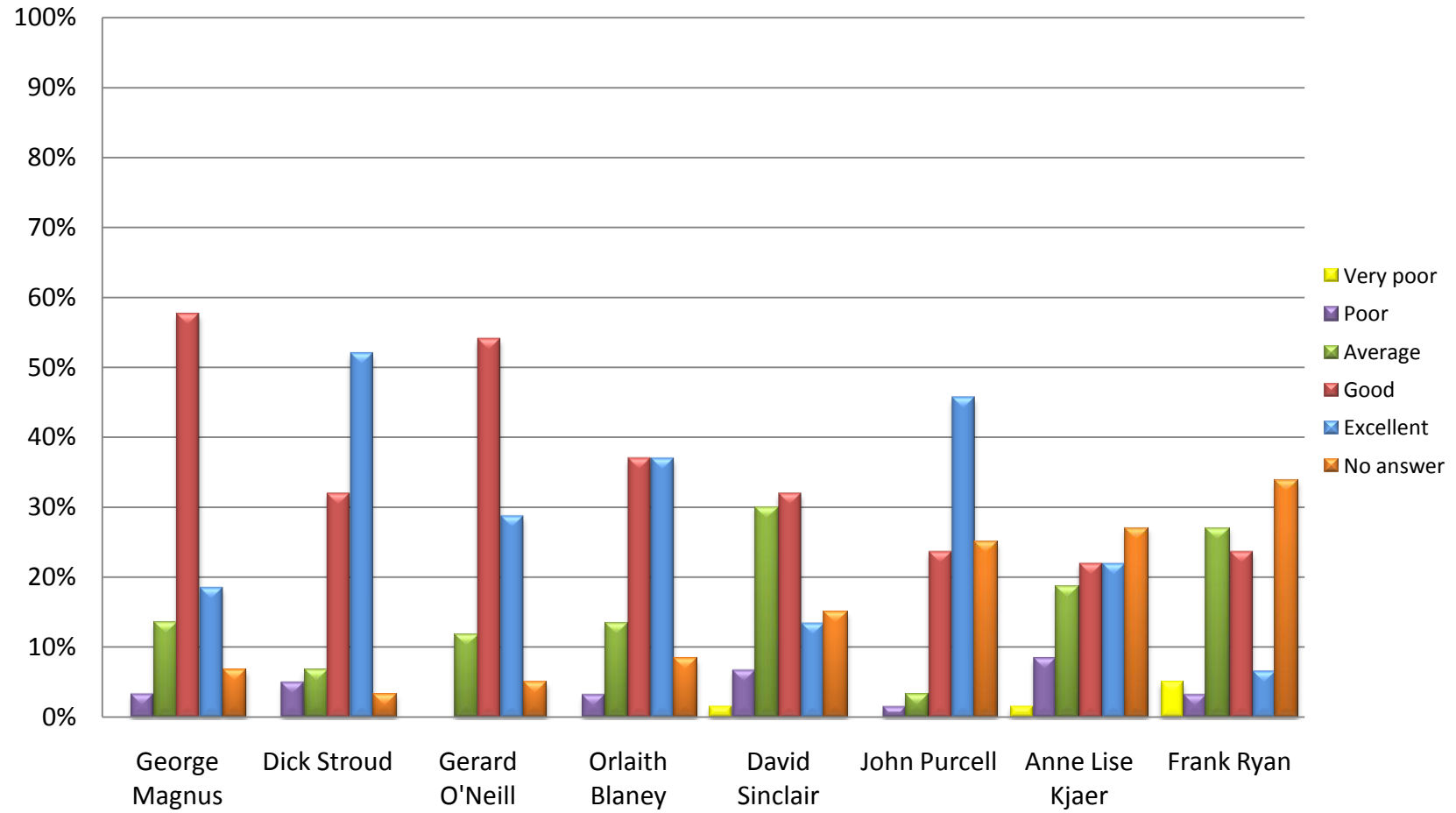
- IDA website
- Marketing Institute breakfast
- Referral from Kildare CDB
- Website
- Internet
- Email
- Attended last year
- Kilkenny Business of Ageing

PART B – CONFERENCE ASSESSMENT

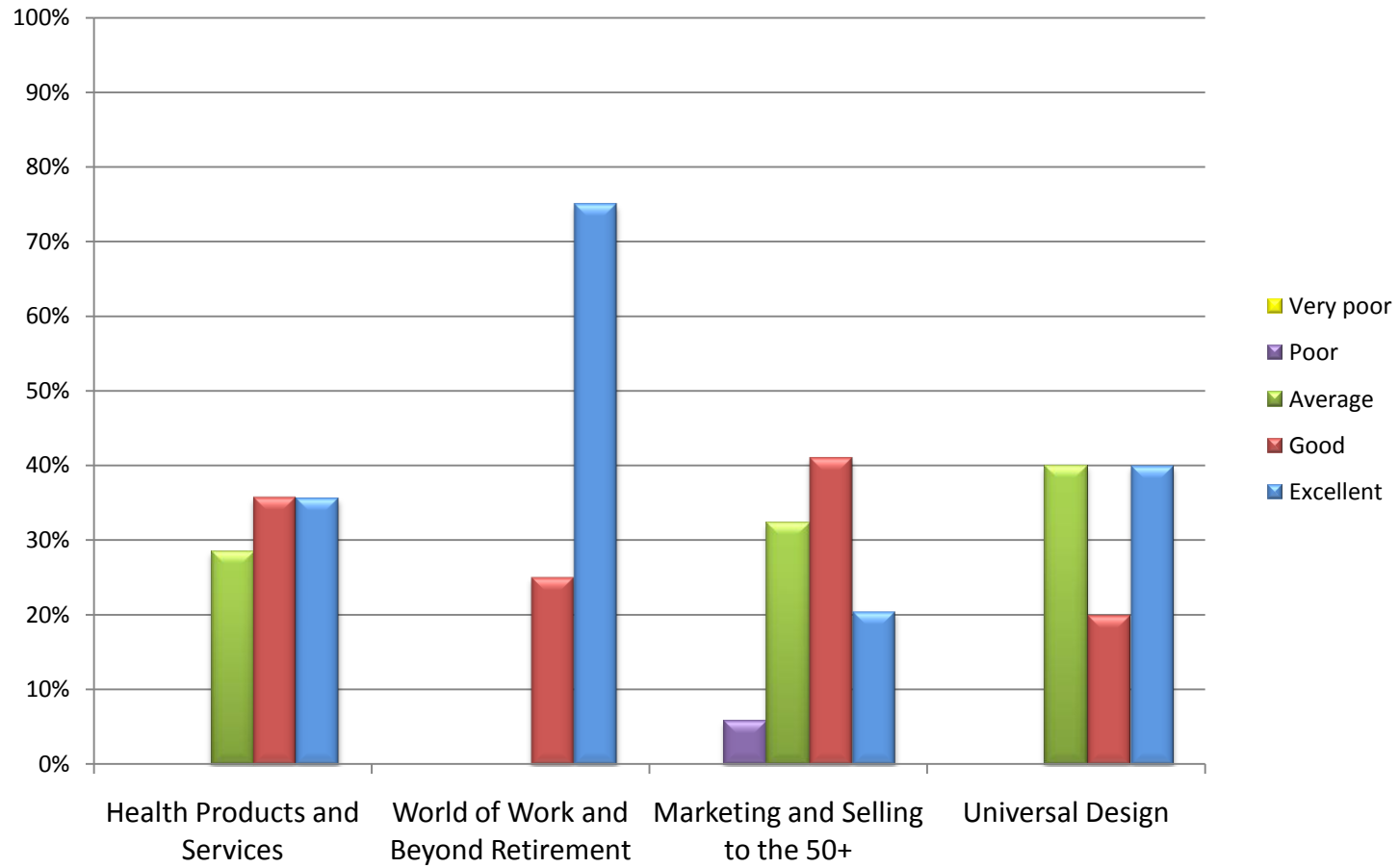
OVERALL RELEVANCE



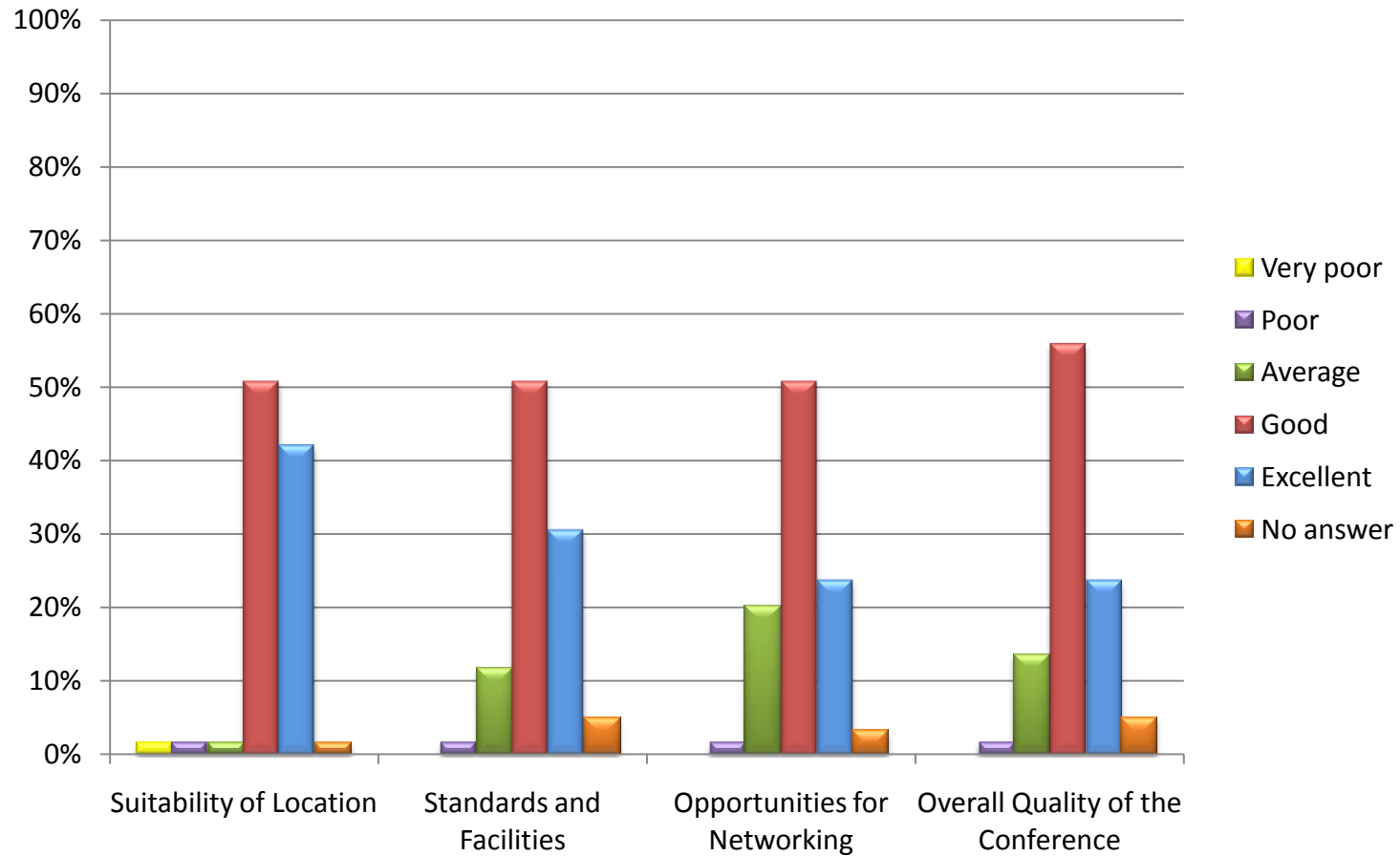
SPEAKERS



PARALLEL SESSIONS



THE VENUE



Summary Findings from Qualitative Sections

Benefits:

Understanding how to market to the 50+ and increased awareness of this market were seen as the main benefits from this year's conference. Additionally, a large number of respondents valued the benefit of networking at the conference and found the ability to network one of the highlights of this year's conference. Other responses referred to the quality of the speakers and the practical examples presented. Furthermore, the importance of segmenting the 50+ market was found to be a valuable lesson and viewed as a necessity moving forward in this market.

Sample responses included:

"Provides more context to enable my own business to make better decisions in this sector"

"Understanding the importance of segmenting the over 50s and attitudinal segmentation"

"Excellent variety of speakers with experience and very relevant and thought provoking examples"

"Addressing the needs of the over 50s market in a sensible and inclusive way"

"The chance to network"

"Marketing ideas"

Disappointments / Suggestions for next year:

Results from the questionnaires also highlighted disappointments with this year's conference and a number of areas to be addressed at next year's conference:

The greatest response indicated the need for specific research and data on the Irish market. Even though the attendees found the information valuable they were also cautious about its applicability to Ireland and are calling for data specifically on the Irish market. Relevant data on the Irish market would provide more certainty and improve businesses ability to target this segment.

Sample responses included:

“Need more Irish relevant data”

“We need more marketing advice based on solid data from Ireland”

“Information was very UK based”

“Provide more stats for Ireland at next year’s”

A number of respondents also highlighted the need for specific, proven, examples of successful marketing strategies targeting the over 50s market. These respondents claimed speaker’s discussions were short of specific examples which would provide valuable lessons and strategies for their businesses.

Sample responses included:

“More examples, research was too superficial”

“More companies sharing their challenges and learning’s on this market”

“More specific context relating to Ireland & Irish success stories”

“Too much research and not enough output”

A number of respondents also highlighted the need for market segmentation to understand the different behaviours and preferences of either different age cohorts or different attitudinal cohorts.

Sample responses included:

“Market Segmentation is needed”

“Over 50s is not a segment, different products and services for 50-65s, 65-75s and 75+”

“The market needs to be segmented by attitude”

Other responses concerning disappointment referred to the content being too similar to last year’s conference, duplication of content between speeches, rushing of presentations due to time restrictions, and too many parallel sessions which inhibited knowledge sharing.

Sample responses included:

“Similar message to 2010”

“Too much duplication of content between speeches e.g. demographic trends”

“Too many parallel sessions, more plenary would have benefited information sharing”

“A shame not to have room to go to other parallel sessions”

“Constant reference to time making speakers and audience a little uncomfortable”

Recommendations for next year's conference also included:

"More interactive after lunch when everyone is hitting a slump"

"The internet and developing trends in usage"

"The internet, simplifying and making it more user friendly"

"More workshops"

"Stereotyping"

"Focus on future and key trends"

"Do not agree with point for next year on segmentation, market is too small"

What can we do in the coming months?

In relation to the coming months and what we can do to help businesses best respond to issues raised at the conference, attendees called for the sharing of data and future research to be made available. Also, the presentations to be uploaded onto the website and to ensure attendees are kept informed on information that would be beneficial to them.

Sample responses included:

"Upload all presentations onto website"

"Provide Irish Statistics"

"Send research out to me and keep me informed on emerging opportunities in a commercial sense"

"Supply monthly emails detailing publishing of research and research sources"

"Continued business networking and business opportunities"

Part C - Full List of Responses

This section lists the complete responses from the qualitative sections in the questionnaire. Please note there is no significance in the numbering or order of responses and they are presented without analysis for objective purposes.

What did you most value about the conference?

1. Plenary session good
2. Understanding impact of ageing on society over next 30-50 years
3. Got an assessment of where thinking on this market segment has evolved to
4. Marketing to over 50s talk
5. Marketing to over 50s talk very relevant
6. Great speakers and good dialogue
7. Marketing seminar
8. Parallel session on marketing
9. Practical pointers from Hein Kuiper
10. Insights into over 50 market
11. Diversity
12. General Information about the segment
13. To hear what is being discussed in contemporary ageing
14. Networking opportunities
15. The focus on networking
16. Networking
17. Networking
18. Networking talk very interesting
19. Networking ability

20. Networking opportunities
21. Networking
22. The chance to network
23. Networking
24. Addressing the needs of the over 50s in a sensible and inclusive way
25. The presentations were very good and have gathered relevant points from each
26. Information on marketing strengths for the over 55+ audience
27. Marketing ideas
28. The insight into the huge opportunities for business and the new approach to ageing
29. Facilitation of tables
30. Information, new research well presented
31. Chance to learn lots of new things
32. Broad speakers
33. The fact that this market was being addressed
34. Good opportunity to think about over 50 cohort and think of ways to apply to day to day business
35. Quality of speakers and up to date research and segmentation very good
36. Dick Stroud
37. Excellent variety of speakers with experience, very relevant and thought provoking
38. Increased my awareness and understanding of the 50+ market
39. Well organised and kept to time schedule
40. New area for Ireland and good opportunity to focus
41. Background information to marketing strategies in reaching 50+ age group
42. TILDA results preview
43. Anne Lise brought a new and really interesting aspect and outlook
44. Celebration rather than scaremongering
45. Segmentation by attitude rather than age very insightful
46. Increased awareness
47. Information
48. Quality of speakers and research
49. Provides more context to enable my own business to make better decisions in this sector
50. The topic and the information
51. Source of ideas and information for work

52. The level of knowledge and expertise
53. Opportunities to examine market
54. Stats on Irish market was very useful and would be good to see even more on this
55. Waking the market up
56. Good cross section of delegates and beautiful venue
57. Marketing/business focus
58. Segmentation indexes
59. Understanding the importance of segmenting over 50s & attitudinal segments
60. Some changes have occurred – the switch advertising campaign aimed at all segments e.g. Lucy Kennedy gas adverts

What disappointed you about the conference?

1. Need more Irish data
2. Need more Irish data
3. More Irish data
4. More Irish data
5. Need more Irish data which must be available through universities and marketing agencies
6. Information very UK based
7. Provide more stats for Ireland at next year's
8. Too much UK data
9. Irish relevant data
10. We have a long way to go on Irish research and still much confusion about over 50s with contradicting research presented
11. Too much research and not enough output
12. Hopefully the material to be circulated will compensate for parallel session
13. Less time this year for discussion at table level
14. Very much same message as last year in morning session
15. Too much focus on marketing and similar to last year's content
16. Too similar to last year, lack of new speakers

17. Too much duplication of content between speeches e.g. demographic trends
18. Frank Ryan needs slides to match his script, Anne Lise misread her audience so info was in-part irrelevant
19. Lack of food and drinks companies
20. TILDA would have been more beneficial in the morning as it's such an impressive data set for HCP, marketing companies and a broad range of business would have found it interesting
21. Did not find parallel session to marketing over 50s really useful, was a bit too specific to certain industries
22. Better meeting support and networking
23. More examples
24. Too much reliance on stats and behaviour of over 50s, would have liked to expand into market in practice
25. Too much irrelevant information. Data from other markets I could have got in Google, no real insights, speakers were very dull, more products used in everyday life targeted cleverly toward this segment would have been useful
26. Not enough information on how to break through and develop marketing strategies for my business
27. More companies sharing their challenges and learning's on this market
28. Research too superficial
29. More examples
30. Difficult to find somewhere on the outskirts of the city, closer to major networks
31. Few poorly presented yet informationally excellent presentations, need to match presenting skills with expertise
32. Too many parallel sessions, more a plenary would have benefited info sharing
33. Some repeats from last year
34. Constant reference to time making speakers and audience a little uncomfortable
35. Plenty of networking gaps
36. BOA still a niche, very poor attendance from broader business
37. I would have liked a clear description of what the afternoon seminars entailed to decide which was the best to attend
38. Too many statistical presentations, many illegible and boring pp slides
39. Some of the speakers were not engaging
40. Food
41. Global futurist nothing new in content and billed as original thinker
42. Too long day, lunch too heavy
43. Very similar message to 2010, didn't seem to have moved on
44. Amarach sample data too small and not relevant in terms of not very representative
45. Very poor speaker for Unilever
46. More focus on how to address ageism on a national basis

47. Noise and People late
48. A shame not to have room to go to other parallel sessions
49. Sometimes quite rushed as there were a lot of speakers
50. Some of the speakers topics overlapped in content
51. Cultural rigidness - not only in Japan, cause for concern here also
52. Resistance due to terminology
53. Some very good use of visuals and videos but some mind numbing use of lines & lines of text

What would you like to see being addressed in order to help your business in future conferences i.e. what topics would you like to hear more about?

1. More Interaction among delegates
2. Need for Irish relevant data
3. Better data, Irish data
4. Irish data
5. More Irish stats
6. Irish statistics
7. Irish research
8. More info on Irish over 50
9. More Irish relevant data, TILDA research
10. More marketing advice based on solid data from Ireland
11. Irish statistics
12. More Irish statistics
13. Data on mid-life cohort (45-65 years), data on rural ageing, data on gender based data (Ireland)
14. Marketing and case study examples, More general marketing ideas as per Orlaith Blaney presentation
15. Examples
16. More how to marketing

17. Advertising and marketing
18. Case studies
19. More focus on business and business models
20. Marketing strategies
21. More specific context relating to Ireland & Irish success stories
22. Open exhibition showcasing best practice case studies, How over 50s like to be marketed? What the changes have been? Shift in paradigm?
23. More focus on business and business models
24. Marketing strategies
25. Local Irish companies targeting this area, the learning's from their experience
26. More precise examples on sector
27. Massive education job is needed in particular to marketers
28. Conference focused on professional services to the elderly and how they are delivered by solicitors, doctors, accountants etc
29. Tourism/hospitality in over 50 market and effective marketing communications – The opportunities for the hospitality sector, hotels, restaurants, bars etc -
30. More interactive after lunch sessions when everyone is hitting a slump
31. Need to freshen up speakers and focus on new fresh industry drivers
32. Clearer definition of commercial opportunities not in micro detail but at high level
33. The internet and developing trends in usage
34. Internet – simplifying and making it more user friendly
35. How to create business links, research initiatives in Ireland
36. More social and contextual data
37. Attitudes of 50+ about planning for their future
38. Potential for speed exchange, business network sessions like media industry event
39. More workshops
40. Market research
41. Segmentation study carried out with Irish findings. Hard data required, hard to disagree with facts presented
42. More data and segmentation needed
43. Further segmentation needed - Focus on different age groups of the age 50 onwards
44. Segmenting by attitude
45. Over 50s not a segment different products and services for 50-65,65-75,75+

46. Terminology/research facilities
47. Local case studies of over 60-70 running business
48. Business 2 Business opportunities vs direct to consumer
49. Digital marketing practice
50. Possibly have case studies from innovation incubator units at the event, services and products for older people
51. Networking opportunities should be made easier by showing the table number allocated to each delegate making it easier to find a person
52. Stereotyping
53. Study/Session dedicated to this issue of negative stereo-typing – how it works for and against us. What makes the human brain stereo type
54. Attitudes
55. How to get copies of material on DUD
56. More focus on future and key trends
57. Structure in programme for networking opportunities
58. Coming from a marketing background it would be great to see even more of this
59. Do not agree on point for next year of segmentation, market too small, research on this market needs health warnings
60. Target marketing in Ireland
61. Invite a speaker from an over 50s organisation in the community, Irish community woman's association etc

What can we do in the next few months to help your business best respond to the issues raised in the conference?

1. Send research out to me and keep me informed on emerging opportunities in a commercial sense
2. Put slides onto website
3. Marketers in the main are young and companies need more experience in this area since their target market circulates around 18 to 35 years old. Need to get more companies involved in the business of ageing
4. Have all presentations available, potentially facilitate online Q&A sessions with individuals from the panel if required
5. Provide the info online and provide contacts of speakers for further engagement if required
6. Continued business networking and business opportunities

7. Will promote 1-2 business ventures
8. Keep in touch on any new developments
9. Share data
10. Host more smaller sessions focused on key topics
11. Facts not very useful without insights and how people have used them to drive success
12. Supply monthly emails detailing publishing of research and research sources
13. Identify income streams for health in chronic disease
14. Maintain strong network of attendees
15. Further research results being shared
16. Provide Irish statistics and upload to website
17. Publish financial data of sector
18. Keeping in touch with all relevant research old and new and hearing about initiatives such as Greystock
19. Would be great if all presentations were on website for download
20. Keep an update on any studies
21. Create service for over 50-65s to share data from conference to others
22. Collate research on 50+ segment worldwide on your website

Any additional comments:

1. Well organised, lovely venue, if facilities a little lacking
2. Delighted the conference continues and hope it becomes an annual event
3. Overall a step backwards from last year, possible risk of stagnation unless new topics, speakers & direction for 2012
4. Part of screen was difficult to read from hall ways otherwise a stimulating day
5. Very positive
6. Location not good
7. Well done to all concerned, looking forward to next year
8. Quite disappointing, why the lack of marketing people/clients who market to this audience
9. Venue signing very poor, signing inside venue non existent

10. Great day
11. I had time to reflect on what I heard and will have further contact with Anne
12. Its location is good choice in these times
13. I will come again
14. Excellent
15. Less chairs per table
16. Where are the older speakers and facilitators, you say they are valued but they are not here
17. Excellent session

Appendix 1 – Conference Questionnaire



EVALUATION QUESTIONNAIRE

Thank you for taking time to complete and return this questionnaire. It has been designed to be completed in 5-10 minutes max. We would ask you to complete the questionnaire at the conference which will then be collected by a member of staff.

Your feedback and suggestions will be very helpful for us in planning our next steps. We will publish the key recommendations on the website by the end of March.

PART A – PRE CONFERENCE

(Please tick appropriate boxes)

	Very Poor	Poor	Average	Good	Excellent
The communication and information prior to the conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business of Ageing website as an easy to use source of good information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promotional letters and brochures from the Business of Ageing Partnership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional Comments

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How did you hear about the conference?

- Business of Ageing letters and brochures to you
- Media
- Other ezines
- Word of mouth
- Other ...please describe

PART B – CONFERENCE ASSESSMENT

(Please tick appropriate boxes)

	Very Poor	Poor	Average	Good	Excellent
Overall relevance of conference to you/your company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Speakers
(Content & Quality)

Plenary Sessions:

George Magnus, UBS International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dick Stroud, 20plus30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gerard O'Neill, Amarach Research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Orlaith Blaney, McCann Erickson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
David Sinclair, ILC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
John Purcell, KCLR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Anne Lise Kjaer, Global Futurist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frank Ryan, Enterprise Ireland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Parallel Sessions:

Health Products and Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
World of Work and Beyond Retirement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing and Selling to the 50+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Universal Design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Event

The venue – suitability of location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The venue – standards and facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunities for networking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall quality of the conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What did you most value about the conference?

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What disappointed you about the conference? How could it have been better?

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PART C – NEXT STEPS

What would you like to see being addressed in order to help your business in future conferences i.e. what topics would you like to hear more about?

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What can we do in the next few months to help your business best respond to the issues raised in the conference?

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Any additional comments

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THANK YOU FOR YOUR CO-OPERATION

