

Conference Marketing Questionnaire

Submitted by: _____

1. What individuals would be most likely to be interested in this conference (yes, CPAs, but are there certain practice areas that we should focus on?)
2. What non-CPA audiences would be MOST interested in this conference?
3. Rank the top 4 sessions we should focus on, in order of relevance to our targeted audience (which session will, in our advertising, would raise eyebrows and make a person think, "OK, I really do need to go to this conference." Rank them.
4. What makes this conference different and unique from any similar event? Why should a CPA attend this conference instead of another similar conference? In your own words, we're not looking for marketing speak here. Tell us why this is relevant.
5. Who are the most prominent/"famous"/most prestigious in the industry presenters? Who is your "big get"?
6. What outside organizations (other membership organizations, commercial entities) could we advertise with to market to their members/customers?
7. What companies/organizations should we contact for selling conference sponsorships to? Do you have any contacts in these organizations?
8. Do you have any personal leads that we may pursue for conference sponsorships?
9. Is there anything else about this conference that we should highlight? (Its longevity Location, etc.?)
10. What is the theme/ tagline for this conference?

Completing this form enables the NYSSCPA Marketing Team to market your conference to potential attendees through social media, email and print pieces.

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