

2007 Annual Conference Attendance Report

Introduction

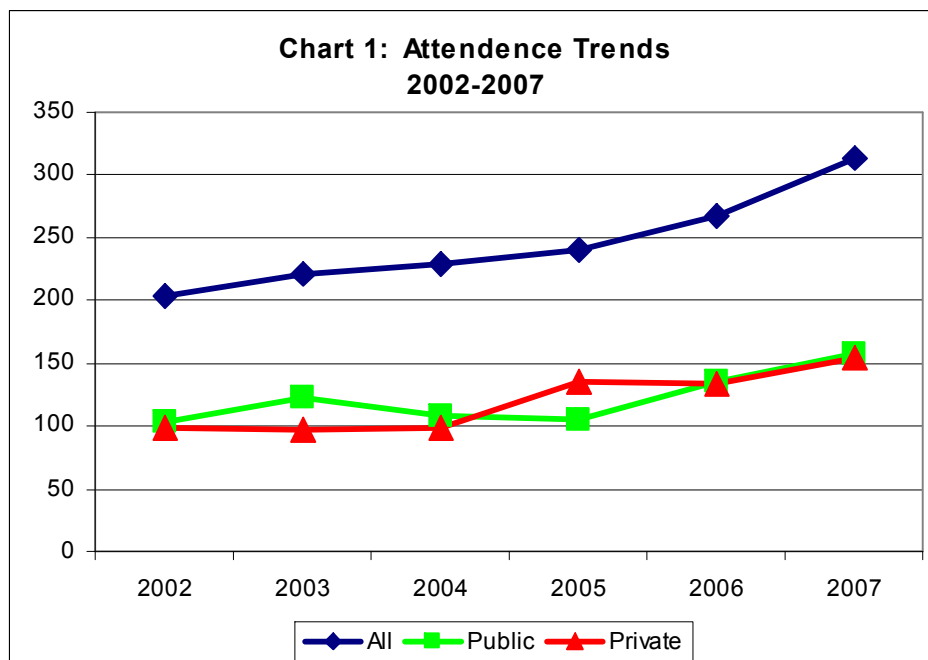
This 2007 Annual Conference Attendance Report, in conjunction with the 2007 Annual Conference Evaluation Report, intends to provide a better understanding of attendance habits and membership satisfaction. With stronger data and deeper analysis, the IGFOA can better tailor the annual conference to the needs and wants of the membership and the government finance profession, thereby ensuring growth and stability in the Associations cornerstone event.

Overview

Year	All	Public	Private
2002	203	104	98
2003	221	122	97
2004	229	108	99
2005	240	105	135
2006	268	135	133
2007	313	157	155
Unique Attendees	697	308	366

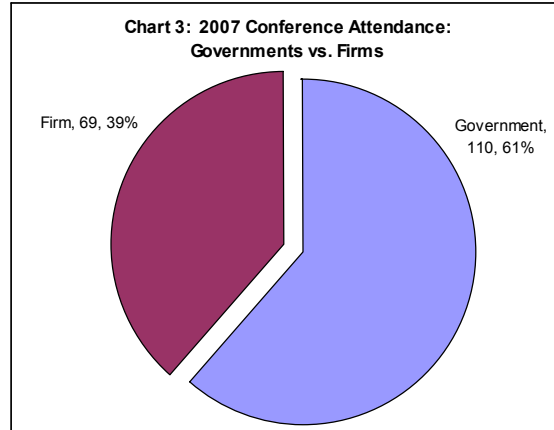
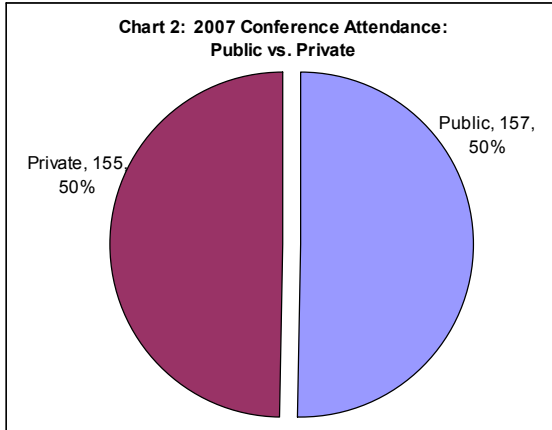
Over a six-year time span (2002-2007), attendance at the annual conference increased by over 50%. Both public and private sector attendance grew at similar rates from 2002-2007; however, public sector attendance grew dramatically in 2006 and 2007 after two years of stagnant attendance.

In addition, the 2007 conference was the first to surpass 300 attendees in Associations history. Chart 1 shows the trend in conference attendance over the last six years. Overall attendance increased every year despite fluctuating attendance from the public and private sector.



Year	All	Government	Firm
2006	152	85	67
2007	179	110	69

Table 2 breaks down attendance by the number of governments/firms represented. The 313 attendees at the 2007 conference represented 179 unique organizations. Individual public and private sector attendance remained close in 2007; however, 110 governments sent attendees, while only 69 private sector firms sent attendees. This accounts for a difference of 41, which is more than double the difference in 2006.



What This Means for the IGFOA: The challenge for conference attendance is turning the conference into a consistent professional development expenditure for local governments. Currently, 110 local governments (out of 313 member local governments) send attendees to the conference. In order for the conference to grow, the Association may want to examine ways to attract new attendees, such as conference scholarships. Scholarships may encourage attendance from the roughly two-thirds of members and local governments not attending the annual conference.

	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007
Repeats	114	123	126	116	160
Repeat Rate	56%	56%	55%	48%	60%
Growth (attendees)	18	8	11	28	45
Growth Rate	9%	4%	5%	12%	17%

There were 160 repeat attendees at the 2007 conference, which means a majority of 2007 conference attendees attended last year's conference. The 2007 conference reported the highest repeat rate (60%) and highest growth rate (17%) of any conference in the last five years. In addition, the conference growth rate remained in double-digits for the second straight year.

As shown in Table 4, nearly a quarter (23%) of the attendees attended all of the last five conferences. A high five-peat rate suggests that the Association enjoys a consistent attendee base that will attend the annual conference regardless of location, topics, or social events. The last five years (2003-2007) had a higher growth rate (42%) when compared to the 2002-2006 growth rate (32%).

	2002-2006	2003-2007
5-Peats	47	51
5-Peat Rate	23%	23%
Growth (attendees)	65	92
Growth Rate	32%	42%

Public Sector Attendance

Table 5: Public Sector 2003-2007 Attendance			
Year	Attendees	Members	%
2003	122	498	24%
2004	108	480	23%
2005	105	471	22%
2006	135	550	25%
2007	157	584	27%

Table 5 and Chart 4 display the proportion of public sector attendance compared to public sector membership. The 2007 conference enjoyed the highest percentage (27%) of public sector attendees compared to

public sector members. Public sector conference attendance is drawn largely from the IGFOA membership. Non-members represented only 5% of public sector attendance at the 2007 conference. Consequently, if there are any trends related to public sector membership and conference attendance, the Association can better prepare for future conferences and assess the importance of member recruitment and retention. Out of the last five years, 2005 had the lowest public sector attendance and membership. Conversely, 2007 had the highest public sector attendance and membership.

What This Means for the IGFOA: Only five years are reviewed here, but there does appear to be a relationship between attendance and membership. Higher membership appears to coincide with a higher rate of public sector attendance. Public sector attendance hovered between 22-27% of membership for last five years.

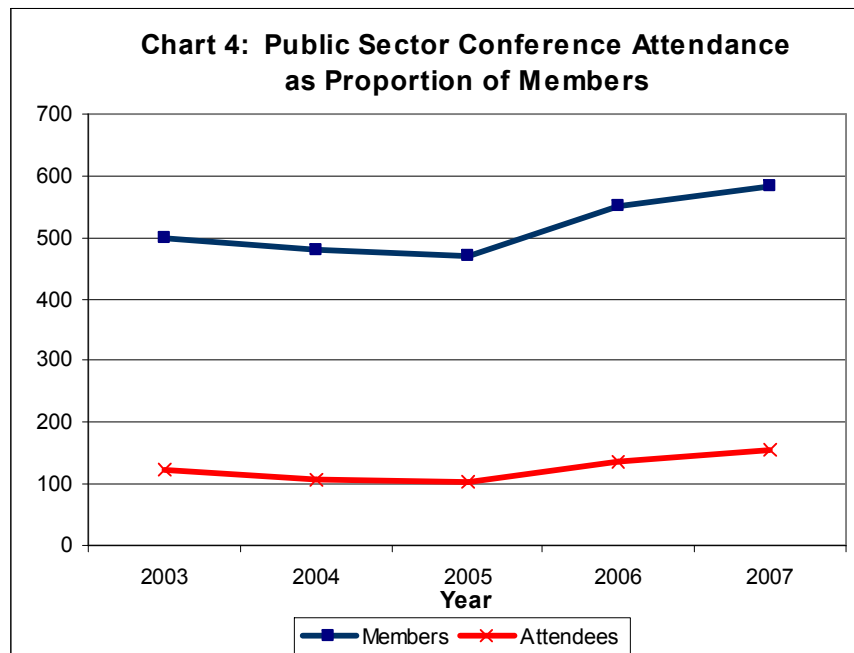
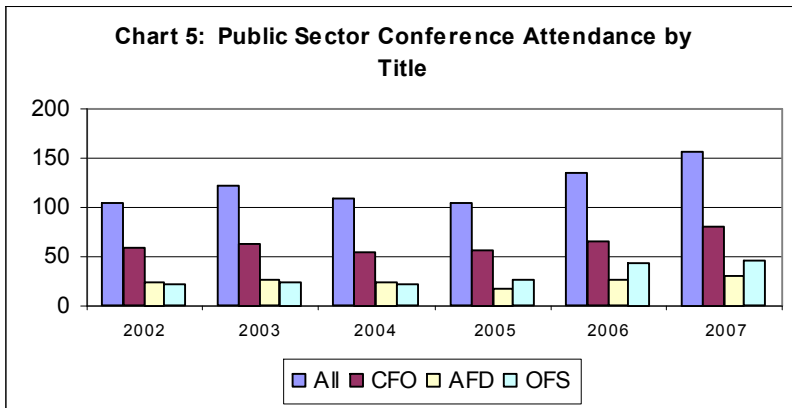


Table 6: Public Sector 2002-2007 Attendance				
Year	All	CFO	AFD	OFS
2002	104	59	23	21
2003	122	62	27	25
2004	108	54	25	22
2005	105	56	17	27
2006	135	65	26	44
2007	157	81	30	45
Unique Attendees	308	141	57	94

Table 6 and Chart 5 reflect the positive growth in public sector attendance among multiple staff levels. Over 50% of public sector conference attendees in 2007 came from the Chief Financial Officer (CFO) level. In fact, 2006 was the only conference where CFOs were not in the majority. Assistant Finance Directors (AFD) and Other Finance Staff (OFS) continue to account for roughly half of public sector conference attendance.



What This Means for the IGFOA: Assistants and finance staff comprise the conference attendees of the future. Consequently, if the Association can continue to draw strong repeat and growth numbers among these positions, public sector attendance should remain healthy.

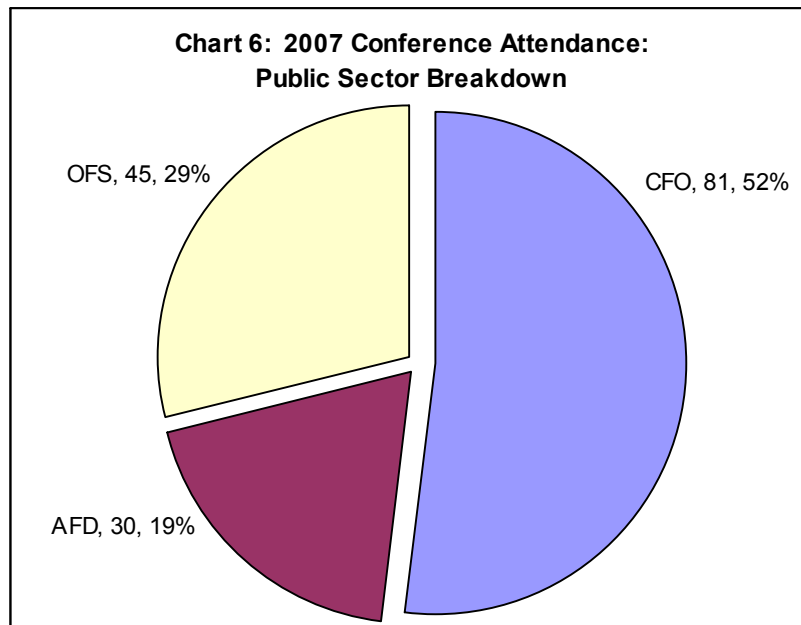


Table 7: Public Sector Repeat and Growth Rates 2002-2007					
All Public Sector	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007
Repeats	62	69	61	58	90
Repeat Rate	60%	57%	56%	55%	67%
Growth	18	(14)	(3)	30	22
Growth Rate	17%	-11%	-3%	29%	16%
CFO	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007
Repeats	38	37	35	30	50
Repeat Rate	64%	60%	65%	54%	77%
Growth	3	(8)	2	9	16
Growth Rate	5%	-13%	4%	16%	25%
Assistant FD	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007
Repeats	14	17	13	11	20
Repeat Rate	61%	63%	52%	65%	77%
Growth	4	(2)	(8)	9	4
Growth Rate	17%	-7%	-32%	53%	15%
OFS	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007
Repeats	10	11	13	17	20
Repeat Rate	48%	44%	59%	63%	45%
Growth	4	(3)	5	17	1
Growth Rate	19%	-12%	23%	63%	2%

Table 7 breaks down the public sector attendance numbers for repeat and growth rates. Similar to the overall conference attendance figures, the 2007 annual conference had the highest public sector repeat rate (67%) over the last five conferences. While public sector growth numbers for 2007 (16%) did not match the 2006 conference (29%), the double-digit growth and

record high repeat rate are positive trends in public sector attendance. Public sector attendance at the last two conferences reflects a positive turn after the negative growth rates in 2004 and 2005. In addition, Chief Financial Officer attendance had the highest repeat rate (77%) and highest growth rate (25%) of the last five years. Assistant Finance Directors (AFD) had similar positive numbers. Following the 53% growth rate in 2006, assistants came back with a 77% repeat rate and maintained a positive double-digit growth rate (15%). While repeat and growth rates were down for Other Finance Staff (OFS), attendance continued to grow in real numbers. In addition, finance staff commonly have higher turnover compared to the finance directors and assistants.

Table 8 displays the five-year attendance statistics. Assistants led the way with a 26% five-peat rate; however, they had the lowest growth rate. Other finance staff attendance nearly doubled over the last five conferences.

Table 8: Public Sector 2003-2007 Statistics				
All Public Sector	All	CFO	AFD	OFS
5-Peats	27	14	7	6
5-Peat Rate	22%	23%	26%	24%
Growth (attendees)	35	19	3	20
Growth Rate	34%	32%	13%	95%

Private Sector Attendance

Year	Attendees
2002	98
2003	97
2004	99
2005	135
2006	133
2007	155
Unique Attendees	366

Table 9 reports the private sector attendance over the last six conferences. Private sector attendance continues to grow, but not in a clear pattern. From 2002-2004, conference attendance hovered just under 100. As shown in Table 10, private sector attendance shot up 36% in 2005 and remained nearly constant in 2006. The 2007 conference marked another double-digit growth (17%) in private sector attendance. The repeat rate in 2007 (53%) was higher than 2006, but still significantly lower than the

2005 repeat rate (66%). Private sector attendance represented the majority (56%) at the 2005 conference;

however, public sector attendance regained the majority at the

	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007
Repeats	52	54	65	58	70
Repeat Rate	53%	56%	66%	43%	53%
Growth (attendees)	(1)	2	36	(2)	22
Growth Rate	-1%	2%	36%	-1%	17%

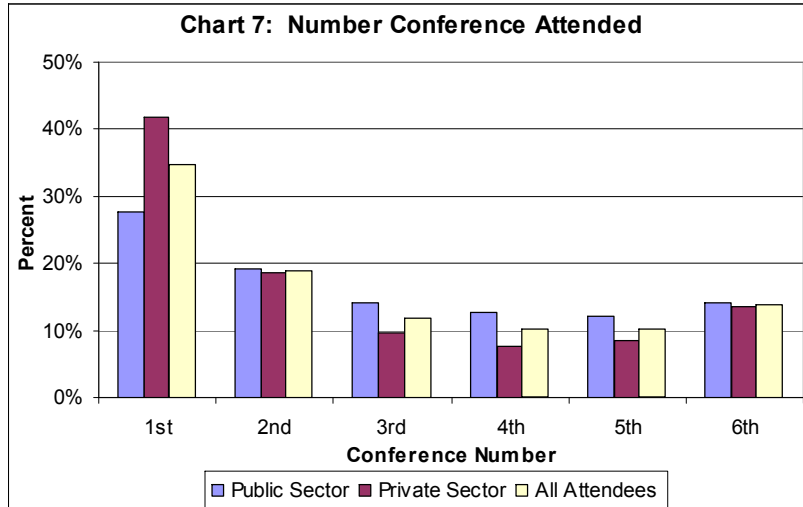
2006 and 2007 conference. Higher public sector attendance is a positive for both the Association and the private sector attendees.

	2003-2007
5-Peats	21
5-Peat Rate	22%
Growth (attendees)	58
Growth Rate	60%

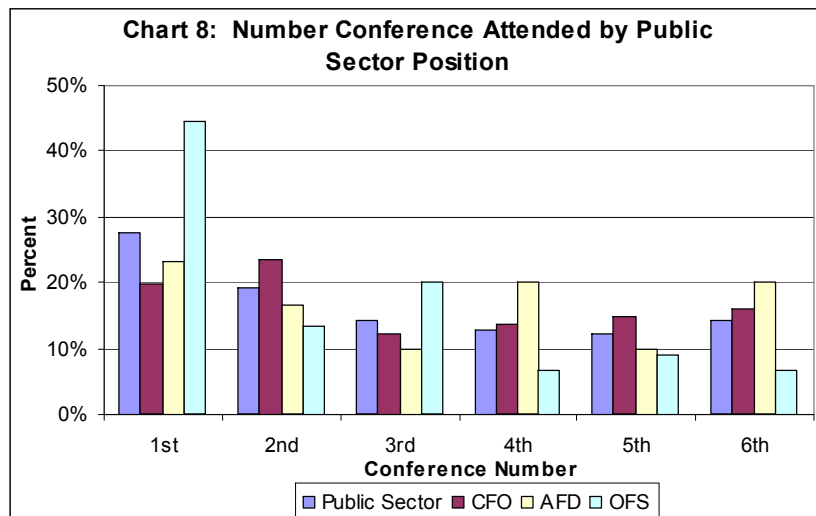
Table 11 presents the five-year attendance statistics for the private sector. The five-peat figure of 22% is identical to the public sector five-peat rate. The five-year growth rate of 60% is significantly higher than the public sector growth rate of 34%; however, as mentioned earlier, both sectors have grown inconsistently over the five years.

2007 Attendance Breakdown

Chart 7 breaks down the 2007 conference attendance by frequency of conference attendance over the last six conferences. In 2007, a plurality (35%) of individuals attended their first conference. At the 2007 conference, only a 28% plurality of public sector attendees attended their first conference while 42% of private sector individuals (a plurality) attended their first conference. In 2007, A majority (54%) of conference attendees attended either their first or second conference. 24% attended their fifth or sixth conference in the last six years.



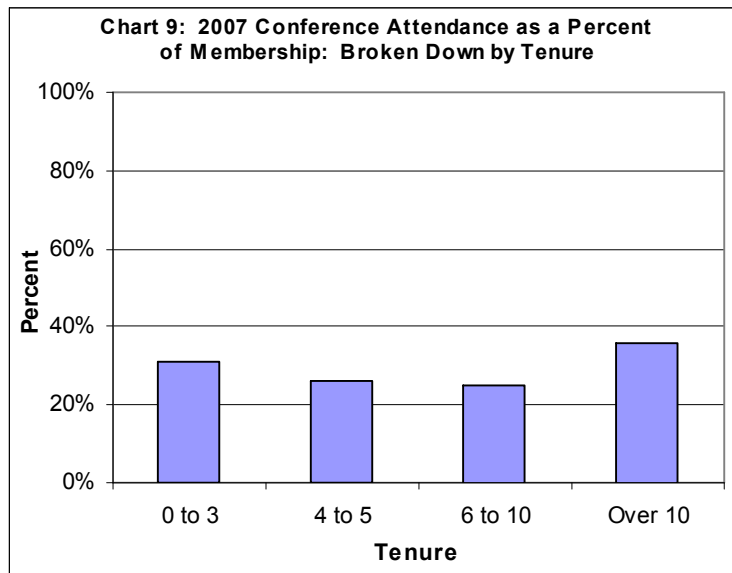
What This Means for the IGFOA: Nearly a quarter of attendees attended their fifth or sixth IGFOA conference in 2007. In order to ensure stable growth in the conference, the Association must attempt to convert the 54% that attended their first or second conference into the 24% that are conference regulars. Tracking repeats and the conference attendance frequency are effective ways to measure this conversion.



Tenure	Attend.	Memb.	%
0 to 3	82	263	31%
4 to 5	23	89	26%
6 to 10	44	175	25%
Over 10	87	244	36%
All Members	236	771	31%
Non Members	77	n/a	n/a
Total	313	771	41%

Table 12 compares 2007 conference attendance to 2007 membership by tenure. It appears that new members (0-3 years) and tenured members (Over 10 years) attend the conference at a higher rate. Middle-tenured members (4-5, 6-10) attended the conference at lower rates. 31% of all members attended the 2007 conference. When non-member attendance is taken into account,

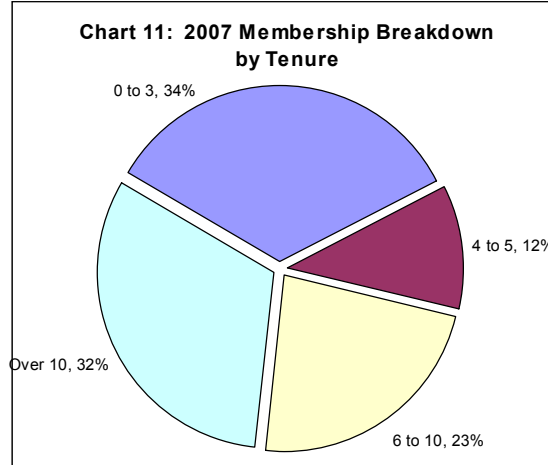
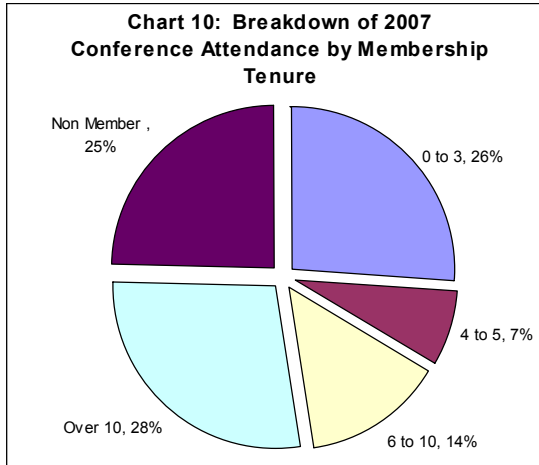
conference attendance equated to 41% of membership.



Tenure	Attend.	%
0 to 3	82	26%
4 to 5	23	7%
6 to 10	44	14%
Over 10	87	28%
Non Member	77	25%
All Attendees	313	100%

Table 13 and Chart 10 break down the 2007 conference attendance by tenure. A plurality (28%) of attendees have been members for over 10 years. New members (0-3 years) and non-members comprised 26% and 25% respectively of the 2007 conference attendance. The middle-tenured members (4-5, 6-10 years) comprise the smallest portion of conference attendance (21% combined).

As Chart 11 demonstrates, middle tenured members account for roughly 35% of all members. This difference between attendance and membership (14%) is the largest among any of the subgroups. One should expect a difference because of non-member attendance. Although non-member attendance accounts for roughly a quarter of the 2007 conference attendance, this subgroup has a much lower retention or repeat rate for following conferences.



What This Means for the IGFOA: It is not known whether the middle-tenured members will attend the conference at higher rates as their tenure increases; however, their increased attendance will be pivotal for the Association as longer-tenured members move into retirement. Two possible scenarios could be playing out: 1) More tenured members attend the conference because they are in CFO roles and find more value in the conference, and consequently, middle-tenured members will attend the conference later in their career or 2) Middle-tenured members, for reason independent of their tenure (perhaps generational), do not find value in the conference and will attend the conference at a lower rate regardless of their tenure with IGFOA, and consequently, conference attendance may become stagnant as more tenured members retire. The second scenario requires thought into courting middle-tenured and new members while not alienating the more tenured members.

Table 14: Public Sector Attendees to Members by Tenure at 2007 Conference

Tenure	Public Sector			CFO			AFD			OFS		
	Attend.	Memb.	%	Attend.	Memb.	%	Attend.	Memb.	%	Attend.	Memb.	%
0 to 3	41	159	26%	15	67	22%	8	24	33%	18	66	27%
4 to 5	10	46	22%	3	14	21%	2	6	33%	5	24	21%
6 to 10	31	134	23%	15	78	19%	7	20	35%	9	33	27%
Over 10	58	168	35%	41	134	31%	12	20	60%	5	19	26%
All Members	140	507	28%	74	293	25%	29	70	41%	37	142	26%
Non Members	18	n/a	n/a	8	n/a	n/a	1	n/a	n/a	9	n/a	n/a
Total	157	507	31%	81	293	28%	30	70	43%	45	142	32%

Table 14 examines public sector attendance by tenure. Public sector members with longer tenures appear to attend the conference in higher numbers. In fact, the over 10 year members group is the only one that attended the conference at a higher rate (35%) than the public sector average (28%). New public sector members (0-3 years) attended the conference at a higher rate than those in the middle tenure groups (4-5, 6-10 years). The trends are less pronounced among the public sector subgroups. For CFOs, the members with fewer than 10 year tenures with IGFOA attended the 2007 conference at a noticeably lower rate than members with over 10 years. Assistant Finance Director (AFD) attendance bares positive signs for the future. AFDs attended the 2007

conference at the highest rate (41%); however, AFDs are the smallest public sector subgroup.

CFOs comprise the largest public sector membership group, and yet member CFOs attended the 2007 conference at a below average rate (25% to 28%). Only CFOs with longer tenures attended the conference at a higher than average rate (31%). On one hand, it is not surprising that members with longer tenures attend the conference at higher rates. It is reasonable to conclude that these CFO conference attendees have found value in the conference and membership, and thus remained active in the IGFOA. Those with lower tenures may not see the value in attending the annual conference. As mentioned earlier in this report, CFOs comprised over half of all public sector attendance at the 2007 conference, and yet there is still growth potential for CFOs.

What This Means for the IGFOA: To attract CFO level attendees, the Association should consider marketing the benefits of networking with other finance professionals, the opportunity to share insights with those starting their government finance careers, and the wisdom and creativity shared at the conference. This can partially be achieved by using the conference evaluation as a marketing tool and getting member testimonials from regular conference attendees.

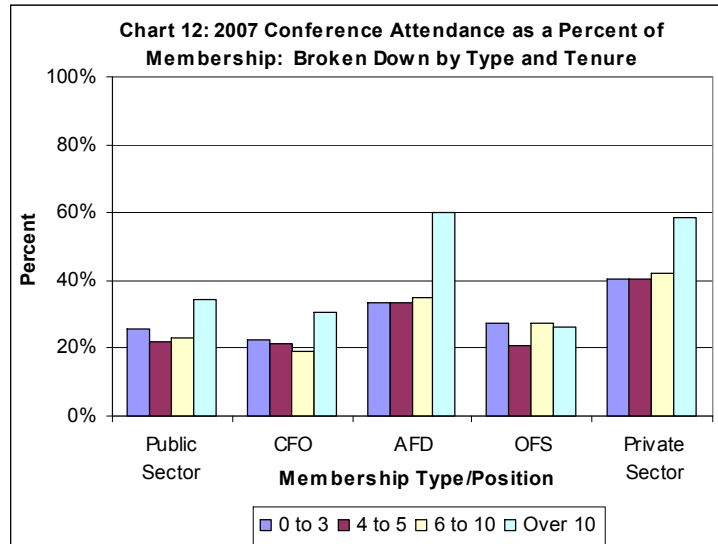


Table 15: Private Sector Attendees to Members by Tenure at 2007 Conference

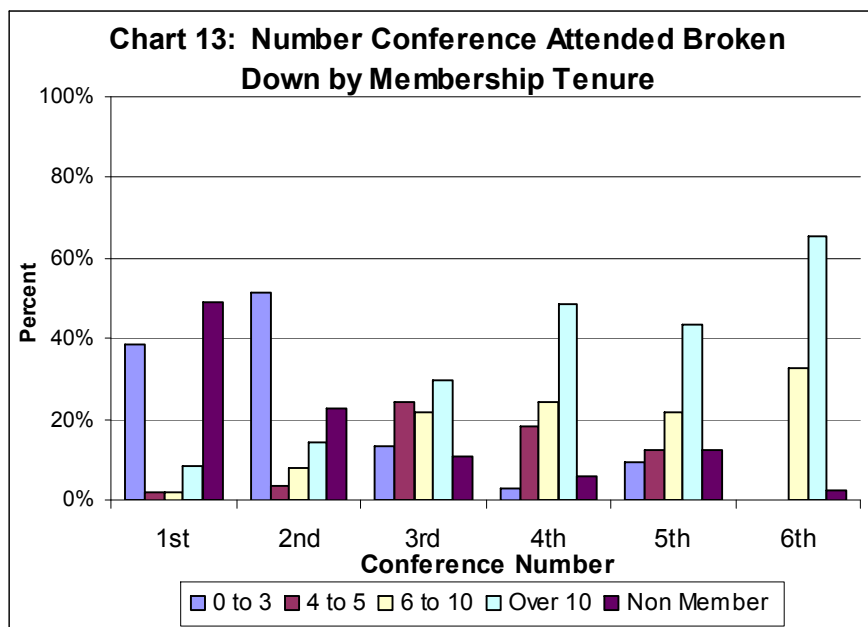
Tenure	Private Sector		
	Attend.	Memb.	%
0 to 3	40	99	40%
4 to 5	13	32	41%
6 to 10	13	31	42%
Over 10	28	48	58%
All Members	94	210	45%
Non Members	59	n/a	n/a
Total	155	210	74%

Table 15 displays private sector attendance compared to membership by tenure. The rates of attendance are noticeably higher than public sector members. 45% of private sector members attended the 2007 conference. Only more tenured (over 10 years) AFDs have a higher rate of attendance.

Table 16: Number conference attended between 2002-2007 by Membership Tenure												
Tenure	1 st		2 nd		3 rd		4 th		5 th		6 th	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
0 to 3	41	39%	32	52%	5	14%	1	3%	3	9%	0	0%
4 to 5	2	2%	2	3%	9	24%	6	18%	4	13%	0	0%
6 to 10	2	2%	5	8%	8	22%	8	24%	7	22%	14	33%
Over 10	9	8%	9	15%	11	30%	16	48%	14	44%	28	65%
Non Member	52	49%	14	23%	4	11%	2	6%	4	13%	1	2%
All Attendees	106	100%	62	100%	37	100%	33	100%	32	100%	43	100%

Table 16 and Chart 13 examine membership tenures relationship with the number conference attended. There were 106 first-time attendees at the 2007 conference. 49% of these first-time attendees were non-members, 39% were new members (0-3 years). Those that have been members for over 3 years only comprised 12% of first-time attendees. It appears that middle-tenured (4-5, 6-10) and longer-tenured (over 10) already attend conferences or do not start attending conferences after the third year of membership. For second-time conference attendees, new members (0-3 years) account for a majority (52%). Individuals attending their third conference are spread among the tenure ranges. As expected, new members account for a small percent of fourth, fifth, and sixth-time conference attendees. Members with over 10 years in the IGFOA comprise the plurality for fourth (48%) and fifth (44%) time attendees and the majority for sixth-time (65%) attendees.

What this Means for the IGFOA: Although this data only accounts for the 2007 Conference, the figures suggest that if members do not start attending conferences early in their membership, they are less likely to start attending conferences later in their membership tenure. The challenge is to attract first-time attendees and then make the conference “routine” for them.



Conclusion/Recommendations

Conference Attendee Retention: The 2007 figures on conference repeats/retention were at record highs. Attendee retention relies on bringing value to the conference attendees. Members attend the conference not only for the educational session, but also the social and networking aspects provided. Early registration, detailed session descriptions on-line, a seminar within a conference, and exciting social events may be some of the reasons why individuals repeated conference attendance at such a high rate in 2007.

First-Time Conference Attendee Attraction: Although the 2007 Conference was a record-breaking conference in many ways, first-time conference attendance was not significantly different than 2006 (107 to 108). Almost half of first-time attendees were non-members. With an average repeat rate of below 60%, attracting new attendees is a large part of conference growth.

Marketing Effort: How does the IGFOA increase retention and attract first-time attendees? In 2007 (as well as past years) the marketing effort was essentially reminders with educational session descriptions and the social event calendar. This report demonstrates that less than one-third of public sector members attend the conference. A more personal marketing strategy (new members, middle-tenured, longer-tenured, by position, etc) may be a way to highlight the value of conference attendance. With the online directly and a more thorough conference history, it should become easier for the Association to target its email advertisements. This does require more work, but an initial time investment will produce useable templates for future conferences.

Potential Examples:

1. The email advertisement to a CFO that has never attended a conference may include testimonials from other CFOs regarding the value of the conference.
2. The email advertisement to a new member might draw attention to the high new member attendance at conferences and the opportunities to network.

In addition to a personal marketing approach, conference scholarships, targeted at specific membership groups, may serve as a way to attract first-time attendees. The Association could structure the scholarships in various ways to attract members by position, tenure, or budget restraints.

Growth: Strategies for attendee retention and attraction rely in part on the Association's ability to handle growth. The record attendance at the 2007 conference stretched the limitations of the conference center facility for the planned program.

Following past trends and making educated predictions about the future will enable the Association to respond to attendance growth, both in the selection of conference sites and in the planning of educational session tracks. Already, the IGFOA staff is rethinking conference registration in order to obtain a more accurate view of attendance at various conference events (session tracks, social events, etc.).

The conference attendance outlook appears strong for the IGFOA; however, it will remain important to follow attendance trends to recognize any shifts or changes in attendee patterns. Being able to recognize and respond to shifts will set the Annual Conference on a solid footing.