



Overview of Survey Feedback

AGE DEMOGRAPHICS

- 18-24 (<1%)
- 25-34 (<1%)
- 35-44 (10.17%)
- 45-54 (34.75%)
- 55-64 (38.83%)
- 65-74 (12.71%)
- 75-84 (1.69%)
- NO RESPONSE (<1%)

COUNTRIES REPRESENTED

- United States
- Canada
- South Africa
- Peru
- Turkey
- UK

84%

OF ATTENDEES

Provided a rating of 4 out of 5 stars for the 2024 WPO Entrepreneurial Excellence Forum

27.5%

OF ATTENDEES

Shared it was their first time attending the WPO Entrepreneurial Excellence Forum

80%

OF ATTENDEES

Attended the Forum to gain insight from workshops and keynotes to improve their business

TOP-RATED PRE-FORUM WORKSHOPS:

- **Live Longer Younger** (Dr. Jennifer Perlman)
 - 92% of respondents who attended rated the presentation as 4 stars or higher
 - Part 2 or continuation highly requested

TOP-RATED WORKSHOPS & MEMBER WORKSHOPS:

- **Women's Health & Vitality** (Dr. Angela Marshall and Dr. Jennifer Pearlman)
 - 88% of respondents who attended rated the presentation 4 stars or higher
 - Part 2 or continuation highly requested
- **Belonging in the Workspace** (Nancy Geenen and Chelsea C. Williams)
 - Over 88% of respondents who attended rated the presentation 4 stars or higher
 - Part 2 or continuation highly requested
 - *"Belonging in the Workplace - there was a real and necessary conversation that Nancy and Chelsea facilitated that made this session so good. Loved the presentation with some frameworks combined with the audience conversation."*
- **Open More Doors, Close More Sales!** (Caryn Kopp)
 - 85% of respondents who attended rated the presentation 4 stars or higher
 - *"Caryn Kopp is AWESOME! Had her speak for our group and would love to hear more."*
- **Beyond the Case Study: Business Sale Success with WPONext** (Dr. Sandra Webster, Elizabeth Beskin, Linda Hamilton, Julie-Anne Lutfi, Wendy Morgan, Marla DiCarlo, and Christina Winters)
 - 80% of respondents who attended rated the presentation as 4 stars or higher
 - *"Robust discussion on business exits options for WPO members."*

TOP-RATED KEYNOTE SPEAKERS:

- **Turning the Flywheel from Good to Great** (Jim Collins)
 - 96% of respondents who attended rated Jim's presentation **5 stars** (highest rating out of all featured speakers)
 - *"Jim Collins makes it hard to give others a "5" rating."*
- **The Power of Choice** (Sylvie di Giusto)
 - 88% of respondents who attended rated the presentation 4 stars or higher
 - Many members remarked that they enjoyed the visually engaging content
 - *"Sylvie's presentation had GREAT delivery."*
- **2024 50 Fastest Growing Women-Owned/Led Companies Awards**
 - 79% of respondents who attended rated the ceremony and panel 4 stars or higher
 - Multiple requests for extended programming with 50 Fastest winners

KEY INSIGHTS & ADDITIONAL COMMENTS:

- 83% of survey respondents shared that they achieved their goal of attending the Forum (networking/building connections with members)
- The Whova app received excellent feedback regarding its ease of use and interactive features.
- The Broadmoor (as a venue) was highly praised; many remarked that they wish it were held at The Broadmoor every year (the scenic landscape and outdoor setting was enjoyed by many as 'refreshing' following the 2023 WPO EEF in Las Vegas).
- Fitness activities (strength training and walks) were well-received and requested for the 2025 WPO EEF.
- The Gold Rush Party (Thursday, May 16) was highly rated; members were complimentary of the band, food, and venue space (International Center).
- Many remarked that the best time(s) to make connections was during receptions, in the Exhibit Hall, the Gold Rush Party and free time outside of workshops.

KEYNOTE & WORKSHOP TOPICS REQUESTED FOR 2025 WPO EEF:

- A.I. (management, strategy, tools, trends)
- Health and Wellness (self-care, managing stress, mental health, discussions in the workplace to address employee mental health needs)
- Workshops tailored to "long haul" businesses (less focus on fast growth)
- Scaling in uncertain economic times
- Growth and sales strategies
- A session led by 50 Fastest winners
- Women of color and international speakers
- Leader motivation / team leadership / bridging the generational gap within organization
- First-time session with more interaction (less pitchy)