



Milan Survey 2019

September 2019



Milan Surveys Sent: 7,688



Surveys were emailed to 7,688 attendees in 6 languages

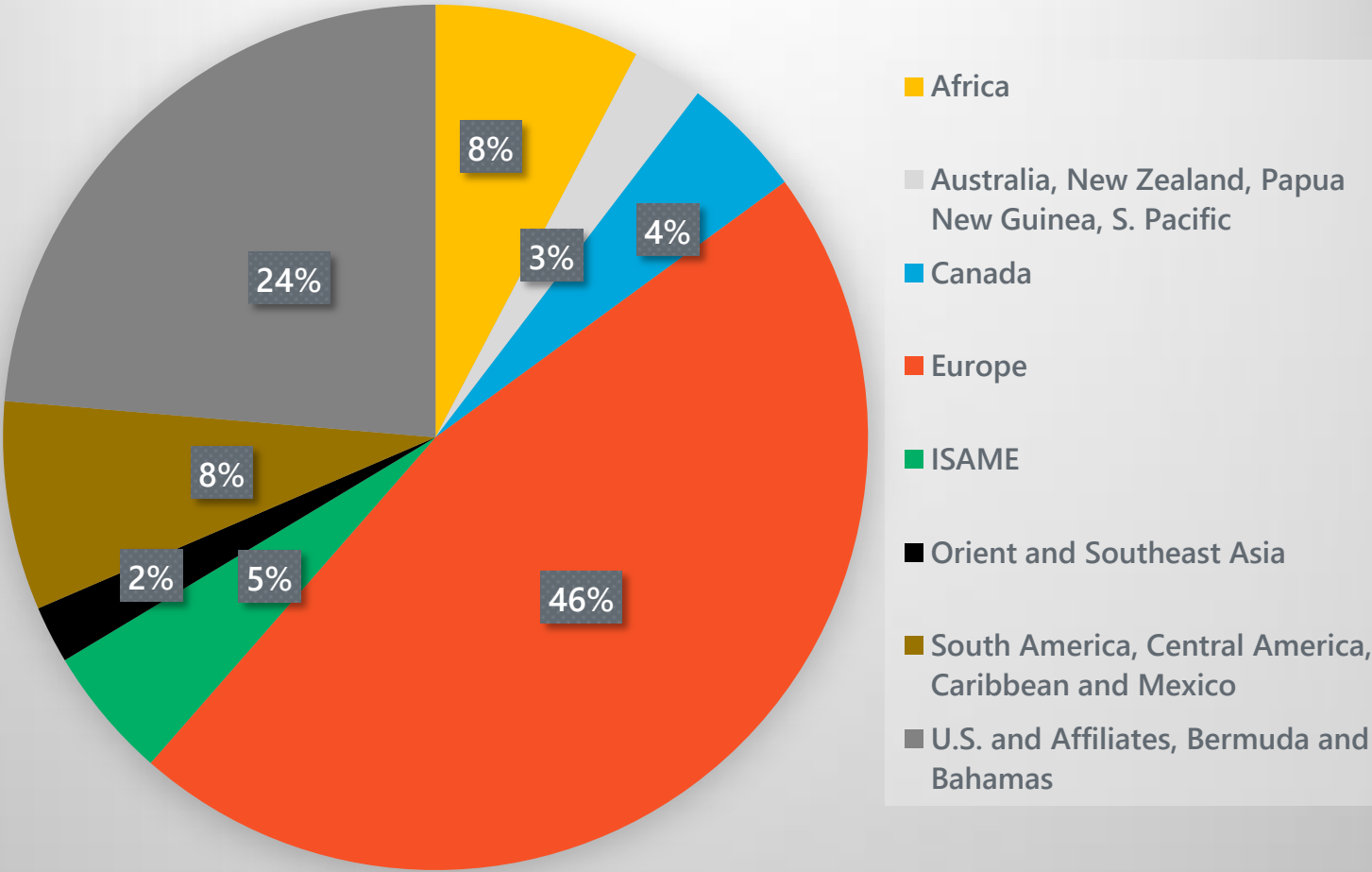
Responses Received: 1678 21.83% return

Country	Count	Percentage
English	820	48.86%
French	292	17.40%
German	86	5.14%
Italian	382	22.76%
Portuguese	35	2.09%
Spanish	63	3.75%

Please identify your constitutional area



CONSTITUTIONAL AREA



How many International Conventions, including Milan, have you attended?



Number of Conventions	Responses
1	35.81%
2-4	35.09%
5-7	13.96%
8 or more	15.14%



Did you visit any of the following in the Exhibit Hall?

Tech Zone Area

Campfire Session

Service Journey Booth

LCIF Booth

Did you use the Conv. Mobile App?

Yes	No	Unaware of this area
61.97%	27.19%	10.84%
40.76%	42.41%	16.83%
62.53%	28.62%	8.85%
81.14%	16.01%	2.85%
53.61%	39.71%	6.68%

Based on your experience, please rate the following:



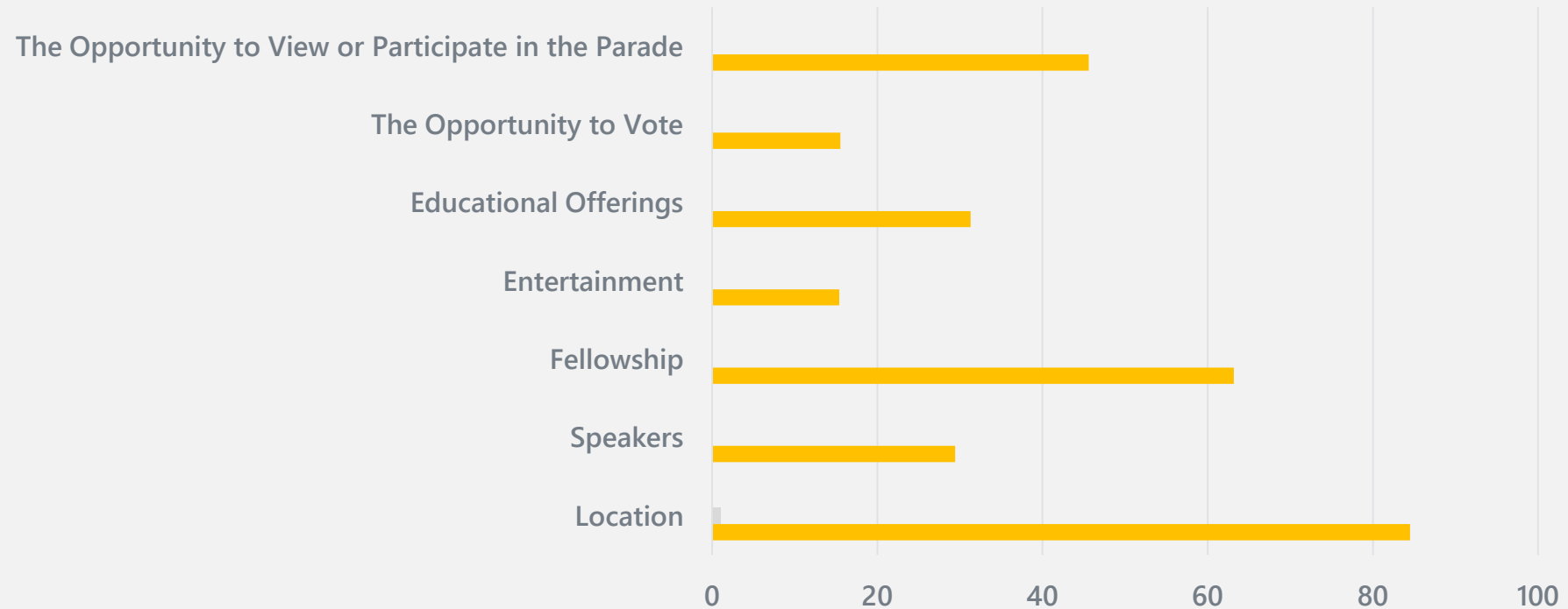
	Excellent	Good	Fair	Poor	N/A	Weighted Average
Event Registration	36.44%	41.34%	10.77%	7.26%	4.18%	3.12%
Onsite Name Badge Printing	41.54%	36.12%	8.31%	5.05%	8.98%	3.25%
Convention City/Venue	35.03%	34.55%	18.82%	10.50%	1.09%	2.95%
Parade	27.76%	33.66%	19.10%	13.33%	6.14%	2.81%
Plenary Sessions	18.02%	41.71%	17.58%	10.10%	12.59%	2.77%
International Show	25.63%	27.90%	11.74%	4.73%	29.99%	3.06%
Exhibit Hall	26.82%	52.05%	14.39%	4.04%	2.69%	3.04%
Exhibitor Area	20.94%	50.65%	16.69%	3.34%	8.38%	2.97%
Seminars	16.70%	41.33%	9.79%	2.56%	29.62%	3.03%
Shuttle	21.35%	22.93%	12.83%	12.89%	30.01%	2.75%
Club Supplies	20.56%	40.42%	15.43%	5.38%	18.22%	2.93%
Elections/Voting	28.60%	29.84%	8.97%	5.30%	27.29%	3.12%
Meet and Greet	13.98%	22.29%	10.98%	7.85%	44.89%	2.77%

**71% of Lions attendees said that
their Overall Experience in Milan was
Good to Excellent!**





What are the three primary factors that determine whether or not to attend an International Convention?



Will you attend the International Convention
next year in Singapore?



YES

31.14%

NO

30.30%

UNDECIDED

38.32%

How can LCI improve your convention experience?



- ✦ Have larger, stadium style seating and ban “reserved” seating sections and enforce it!
- ✦ Take better care of elderly Lions by providing more resting places, more areas to obtain food and beverages, perhaps onsite rental of wheelchairs/scooters for the plenaries and exhibit halls.
- ✦ Invite International speakers who can enrich the culture and vision of LCI through their experiences. Speakers who have topics of significant and innovative social interest.
- ✦ Present the seminars, campfire sessions, tech zone, etc. in enclosed areas for sound proofing. Cannot hear these sessions in the bad acoustics of the Exhibit Halls.
- ✦ Shorter parade route with cooling stations, water distribution better post parade bus loading.

Please provide any additional feedback/comments:



- Would appreciate having more translators throughout the convention areas. Also need signage in multiple languages for directions, instructions and information.
- Great experience! Kudos to Lions of Italy and the organizers from headquarters. Oak Brook does a fantastic job!
- Set aside the convention tote bag, pin and program for Lions who pre-registered. Have a separate room or area for onsite registration.
- Provide casual gatherings for Lions of different countries and cultures to be able to meet and exchange ideas/activities while forging new friendships. Open to all.
- Looking forward to Singapore!