

SCIENTIFIC MEETING - STRATEGIC PLANNING AND EVALUATION

STRATEGIC PLANNING: QUESTIONNAIRE DEVELOPMENT & MEASUREMENT

Excel Meetings & Events' staff is trained in the ROI Methodology developed by Dr. Jack Phillips, Founder, The ROI Institute (www.roiinstitute.net) The ROI Methodology has been developed and refined over 25 years and is based on five areas of planning and data collection. Excel Meetings & Events uses this powerful tool to help clients evaluate their meetings, maximize financial returns, implement strategies, and improve processes to ensure meetings will have even greater impact on business measures.

Project Example: Development of measurable learning objectives and post event questionnaire for a scientific meeting

Excel Meetings & Events was under contract with Nektar Therapeutics to assist in the development of measurable learning objectives for an annual scientific meeting and in the design of a post meeting questionnaire. This meeting brought together research scientist from three separate company facilities located in Silicon Valley, Alabama and India.

General desired outcomes for the meeting were stated as follows: Energized participants! Key scientists and engineers from all Nektar sites will have an opportunity to interact, discuss science, think about the future, get to know each other and establish alliances that will enable success.

Examples of Measurable Learning Objectives

After the annual scientific meeting, research scientist at Nektar will be able to:

- Explain the process for implementing new research
- Name three new colleagues you met with whom you can collaborate on your research
- List three reasons you agree with the research funding for 2007
- List the three most significant things you learned in the poster session
- Identify at least one science or technology Nektar should acquire or develop

Based on the stated learning objectives, Excel Meetings worked with staff at Nektar to develop a post meeting questionnaire that assessed participants learning and intentions to apply that learning upon return to work. Examples of questions included:

I feel confident that I can influence research at Nektar within my role in the R&D organization. Please circle a number that best reflects your response.

*5 = Strongly Agree, 4 = Agree, 3 = Neutral
2 = Disagree, 1 = Strongly Disagree*

Identify two or three things you learned about future research ideas in the 2007 poster session. (open-ended)

Identify three major accomplishments that Nektar has attained in 2006 that you learned about in the poster session. (open-ended)

List the three reasons why you agree with the Research funding for 2007 as discussed. (open-ended)

Name three new colleagues you met at this year's Research Summit III, and list at least one way you will collaborate with each on your research in the coming year. (open-ended)

What I learned from the presentations I will be able to use in my work and with all colleagues at Nektar. Please circle a number that best reflects your response.

*5 = Strongly Agree, 4 = Agree, 3 = Neutral
2 = Disagree, 1 = Strongly Disagree*

"Excel Meetings & Events worked with our internal meeting planning resources and provided guidance, tools, and ideas. Their contributions enhanced the quality of our meeting and set up the foundation for continuous improvement."

– CARLOS SCHULER, SENIOR DIRECTOR OF SCIENCE & TECHNOLOGY, NEKTAR THERAPEUTICS