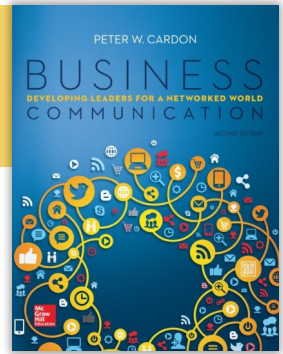


Presenting Research about Eco-Friendly Practices

Creating Charts to Emphasize Key Messages



Topics

- Analyzing survey results
- Creating tables, charts, and other data graphics
- Developing survey slide decks

Reference

- “Idea Development” in Chapter 5 (Creating Effective Business Messages), pp. 123-125
- Chapter 12 (Research and Planning for Business Reports), pp. 342-377



WHO'S INVOLVED

- Jeff Anderton, marketing assistant

One of Jeff's main responsibilities is to identify market opportunities and challenges for the Prestigio, a hotel that derives much of its income from hosting conventions and meetings. Recently, the marketing team decided that they should focus on attracting conventions for organizations located within 500 miles. They compiled a list of regional meeting planners within 500 miles. The marketing team views this list of meeting planners as the primary prospects to gain new and repeat convention business.



THE SITUATION

Jeff developed a survey to better understand the needs and expectations of these regional meeting planners. One of the goals of the survey was to find out the degree to which meeting planners wanted eco-friendly or green options for conventions. Jeff sent the online survey to the 756 meeting planners in the database. These meeting planners were typically one of three types: independent meeting planners (independent contractors who helped organizations set up conventions); private sector meeting planners (employees of private sector organizations who set up conventions for their own organizations); and public sector meeting planners (employees of government organizations who set up conventions for their own organizations). Ultimately, he received 182 responses. The following tables summarize the meeting planners' responses to a question about eco-friendly practices.

Survey question: When you select meeting venues, how important are the following eco-friendly practices? Respondents given three choices: 1 (not important), 2 (somewhat important), 3 (extremely important).

ALL RESPONDENTS (n = 182)

	Not important	Somewhat important	Extremely important
Recycling program	29.7%	34.7%	35.6%
Linen/towel reuse program	28.7%	44.6%	26.7%
Access to public transportation or shuttle services	9.9%	42.6%	47.5%
Lights and A/C turned off when rooms are not in use	52.5%	25.7%	21.8%
Bulk dispensers or reusable containers for beverages, food, and condiments	37.6%	33.7%	28.7%
Reusable serving utensils, napkins, and tablecloths	27.7%	36.6%	35.6%
Energy-efficiency program	33.7%	36.6%	29.7%
Water-conservation program	37.6%	26.7%	35.6%
Paperless check-in and check-out	36.6%	30.7%	32.7%
Recycled or recyclable products	25.7%	54.5%	19.8%
Sourcing food from local growers	44.6%	29.7%	25.7%
Biodegradable products	45.5%	21.8%	32.7%
Training on green initiatives to employees	54.5%	31.7%	13.9%

Survey question: When you select meeting venues, how important are the following eco-friendly practices? Respondents given three choices: 1 (not important), 2 (somewhat important), 3 (extremely important).

INDEPENDENT MEETING PLANNERS (n = 96)

	Not Important	Somewhat Important	Extremely Important
Recycling program	62.5%	37.5%	0.0%
Linen/towel reuse program	60.4%	39.6%	0.0%
Access to public transportation or shuttle services	0.0%	64.6%	35.4%
Lights and A/C turned off when rooms are not in use	58.3%	22.9%	18.8%
Bulk dispensers or reusable containers for beverages, food, and condiments	58.3%	27.1%	14.6%
Reusable serving utensils, napkins, and tablecloths	37.5%	47.9%	14.6%
Energy-efficiency program	33.3%	43.8%	22.9%
Water-conservation program	58.3%	22.9%	18.8%
Paperless check-in and check-out	77.1%	8.3%	14.6%
Recycled or recyclable products	37.5%	56.3%	6.3%
Sourcing food from local growers	72.9%	8.3%	18.8%
Biodegradable products	58.3%	27.1%	14.6%
Training on green initiatives to employees	77.1%	8.3%	14.6%

Survey question: When you select meeting venues, how important are the following eco-friendly practices? Respondents given three choices: 1 (not important), 2 (somewhat important), 3 (extremely important).

PRIVATE SECTOR MEETING PLANNERS (n = 66)

	Not Important	Somewhat Important	Extremely Important
Recycling program	0.0%	51.5%	48.5%
Linen/towel reuse program	30.3%	24.2%	45.5%
Access to public transportation or shuttle services	57.6%	18.2%	24.2%
Lights and A/C turned off when rooms are not in use	30.3%	27.3%	42.4%
Bulk dispensers or reusable containers for beverages, food, and condiments	30.3%	27.3%	42.4%
Reusable serving utensils, napkins, and tablecloths	54.5%	27.3%	18.2%
Energy-efficiency program	30.3%	24.2%	45.5%
Water-conservation program	0.0%	48.5%	51.5%
Paperless check-in and check-out	24.2%	57.6%	18.2%
Recycled or recyclable products	30.3%	51.5%	18.2%
Sourcing food from local growers	54.5%	27.3%	18.2%
Biodegradable products	54.5%	45.5%	0.0%
Training on green initiatives to employees	0.0%	51.5%	48.5%

Survey question: When you select meeting venues, how important are the following eco-friendly practices? Respondents given three choices: 1 (not important), 2 (somewhat important), 3 (extremely important).

PUBLIC SECTOR MEETING PLANNERS (n = 20)

	Not Important	Somewhat Important	Extremely Important
Recycling program	0.0%	45.0%	55.0%
Linen/towel reuse program	0.0%	45.0%	55.0%
Access to public transportation or shuttle services	0.0%	20.0%	80.0%
Lights and A/C turned off when rooms are not in use	30.0%	45.0%	25.0%
Bulk dispensers or reusable containers for beverages, food, and condiments	0.0%	60.0%	40.0%
Reusable serving utensils, napkins, and tablecloths	0.0%	25.0%	75.0%
Energy-efficiency program	0.0%	35.0%	65.0%
Water-conservation program	0.0%	40.0%	60.0%
Paperless check-in and check-out	0.0%	55.0%	45.0%
Recycled or recyclable products	0.0%	45.0%	55.0%
Sourcing food from local growers	0.0%	45.0%	55.0%
Biodegradable products	0.0%	0.0%	100.0%
Training on green initiatives to employees	0.0%	65.0%	35.0%

TASK 1

Develop a chart that shows the primary eco-friendly practices that meeting planners expect.

TASK 2

Develop a chart that shows distinctions between independent meeting planners, private sector meeting planners, and public sector meeting planners.