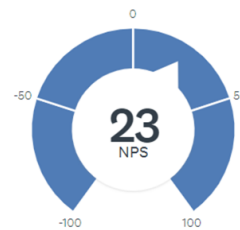
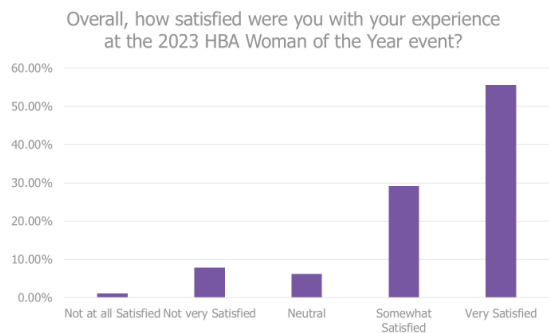


2023 WOTY Survey Summary

Last Modified on 05/22/2025 12:35 pm EDT

Deck available here: [WOTY 2023 Summary.pptx](#) 

Attendee Satisfaction and NPS



Net Promoter Score: a measure of likelihood of recommending something to a friend. Ranges from -100 to +100 with a positive number indicating more promoters than detractors.

The creators, Bain & Company, suggest that anything above 0 is good, above 20 is favorable, above 50 is excellent, and above 80 is world class.

According to SurveyMonkey's global benchmark data, which accounts for the NPS of more than 150,000 organizations, the average score is +32.

#HBAimpact

84.83% of respondents were satisfied with their experience

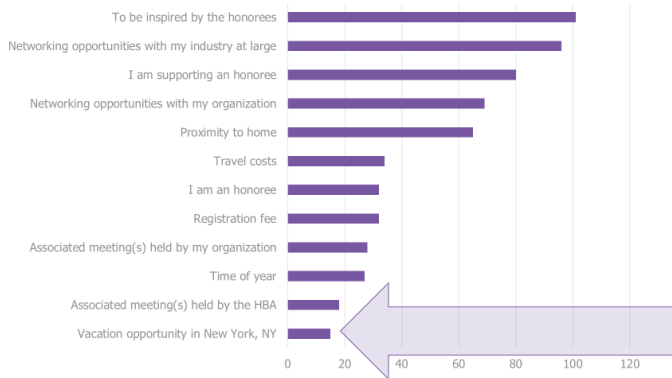


Attendees continue to be broadly satisfied by the overall WOTY experience. Satisfaction did not differ among various segments.

HBA

Factors Influencing Attendance

Please select the top 5 factors influencing your decision to attend



Attendees choose WOTY for inspiration and networking. Honorees are a draw for attendees.

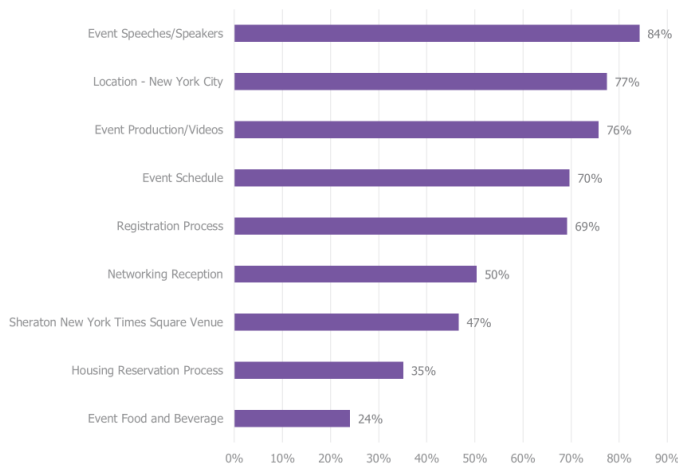
83%

of attendees stated that their trip to NYC did not include vacation plans

#HBAimpact

HBA

Event Ratings – In-Person



The highest rated aspects of the event were related to the event program and the location of NYC. Venue-related aspects were less favored by guests.

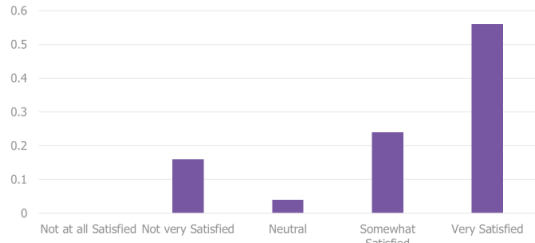
#HBAimpact

Percentage of respondents rating an element as "Very Good" or "Excellent"

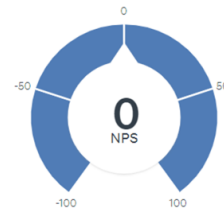
HBA

RSL Experience

Overall, how satisfied were you with your experience at the 2023 HBA Woman of the Year Event (RSLs only)



80% of RSLs were satisfied with their experience



Net Promoter Score: The creators, Bain & Company, suggest that anything above 0 is good, above 20 is favorable, above 50 is excellent, and above 80 is world class.

According to SurveyMonkey's global benchmark data, which accounts for the NPS of more than 150,000 organizations, the average score is +32.

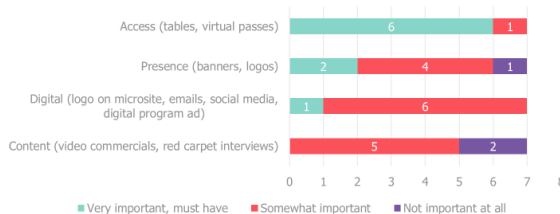
When segmenting RSL respondents, we see a similar rate of satisfaction with the event overall. The NPS score is lower, with a 0 indicating the RSLs are equally likely to recommend the event to a colleague or not. This could be because the RSLs were specifically invited to the event by their company.

#HBAimpact

HBA

Sponsorship Packages

Please rate the importance of each sponsorship opportunity in driving your company's decision to sponsor.



The most important opportunity for sponsors is access to the event. Visibility (both digital and in-person) are tied for second, with content being somewhat important to many, but not a must-have for any sponsor.

#HBAimpact

HBA

Sponsor Experience

	POOR	FAIR	GOOD	VERY GOOD-	EXCELLENT	DON'T KNOW/NOT APPLICABLE
Overall Value			4	1	2	
Clarity of Sponsorship Package Options		2	3	1	1	
Sponsorship Sales Process		2	1	2	1	1

The details of the various options included in the sponsorship were not so clear, and many needed action and deliverables from sponsor in the last minute. Having more time and clarity on actions needed from sponsor will provide a seamless experience.

#HBAimpact



Sponsors found the package options to be a good value, though there is room for improvement in clarity of options and the sales process.

Need to have longer lead time for updating Winner bios/titles/names as there are always changes in organizations. Need to add DIGITAL ACCESSIBILITY to entire program - closed captions on all videos and live CART as well - plus ASL interpreter.

HBA