

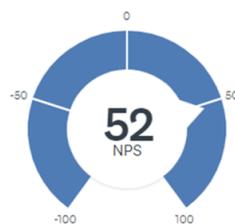
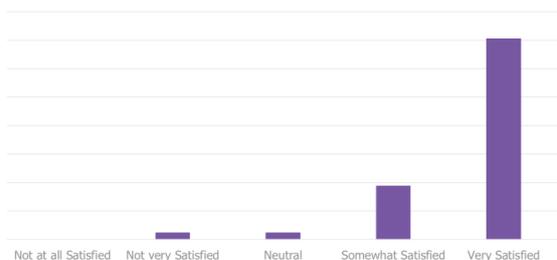
2024 WOTY Survey Summary

Last Modified on 05/22/2025 12:37 pm EDT

Deck available here: [WOTY 2024 Summary.pptx](#)

Attendee Satisfaction and NPS

Overall, how satisfied were you with your experience at the 2024 HBA Woman of the Year event?



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.

89.55% of respondents were satisfied with their experience



2024 WOTY saw a large increase in Net Promoter Score (23 to 52) – Broad satisfaction among segments

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Factors Influencing Attendance

Top 5 Factors Influencing WOTY Attendance



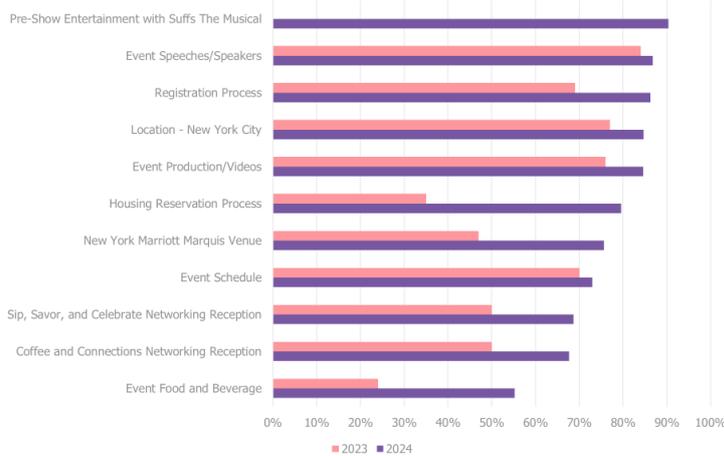
Attendees choose WOTY for inspiration and networking. Honorees are a draw for attendees. 45% of respondents indicate proximity to home

82% of attendees stated that their trip to NYC did not include vacation plans

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Event Ratings – In-Person



The highest rated aspects of the event were related to the event program and the location of NYC. All elements were rated Very Good or better by at least 50% of respondents. While food and beverage is lowest on the list, it shows the largest increase over last year (24% vs. 55%)

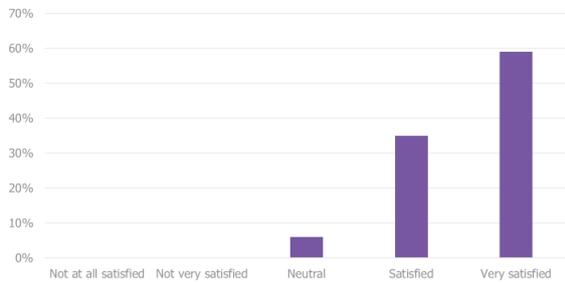
Percentage of respondents rating an element as "Very Good" or "Excellent"

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RSL Experience

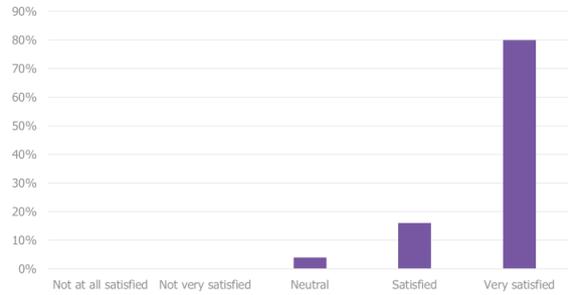
Overall, how satisfied were you with the experience of being honored?



94% of RSLs were satisfied with their experience

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Overall, how satisfied were you with the WOTY event?

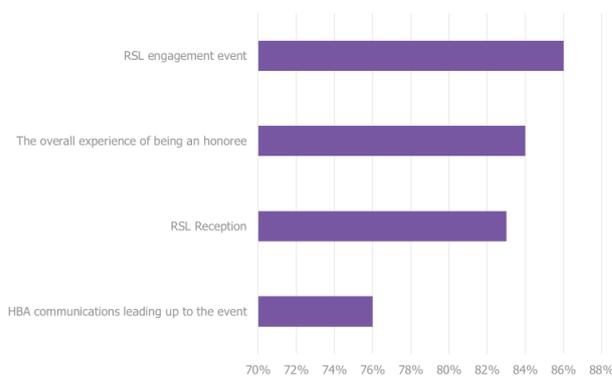


96% of RSLs were satisfied with the event (80% in 2023)



RSL Experience

Please rate the following elements of your RSL experience:



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

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Suggestions for added value:

- Plaque or Trophy
- Share backdrop/photo app earlier and during RSL orientation so people use it instead of waiting for step and repeat

