

AmCham Membership Survey



Whole membership survey results can be found at www.amcham.sk

CONDUCTED BY



AmCham's Membership Survey was conducted in 2014 with the goal of identifying the strengths and challenges in the current operations of AmCham. A response rate of 40% for online and in-depth interviews assures that the collected data represents a representative evaluation of AmCham's image and activities as perceived by its members. The following report presents an overview of the survey results.

The membership survey was conducted in five main areas:

- CONTACTS
- INFORMATION
- ADVOCACY
- CONNECTION MAGAZINE
- OVERALL SATISFACTION

In comparison with the previous membership survey conducted in 2008, the overall level of satisfaction with AmCham activities has increased. AmCham is viewed as a respected organization which works effectively and fulfills its function of a platform for networking and business opportunities. Networking, access to information, new contacts, and lobbying activities were highlighted as the most beneficial activities for the members. AmCham events, both regular

and special, were also perceived very positively. The level of communication and the quality of assistance from the AmCham team was acknowledged with high satisfaction as well.

Highlights from the Survey Outcomes

- AmCham is perceived as a prestigious and respected organization
- AmCham is perceived as a respected partner to the government

- AmCham is perceived as very active in organizing events and committee work
- High level of satisfaction with AmCham and its activities
- High level of satisfaction with membership of AmCham mainly thanks to networking, gaining new contacts and advocacy

According to the responses to the survey, the main benefits of AmCham membership are:

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|-----------------------|-----|
| Networking | 85% |
| Access to information | 71% |
| Meeting new people | 69% |
| Company promotion | 47% |
| Communication | 44% |
| Prestige | 28% |
| Lobbying | 21% |

CONTACTS

When it comes to AmCham events, it is the content and the networking opportunities that are mostly appreciated.

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|--|-----|
| Information & Networking | 90% |
| New contacts (meeting business partners) | 77% |
| Interesting topics, discussions | 73% |
| Possibility to present our company | 31% |

INFORMATION

There is very high satisfaction with the great variety of information that AmCham provides to its members, such as Monthly News, Legislative and Policy Update, Membership Directory and website.

Level of communication and quality of assistance

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|------------------------------------|-----|
| Very satisfied | 72% |
| Somewhat satisfied | 19% |
| Neither satisfied nor dissatisfied | 9% |

ADVOCACY

There is above average satisfaction with the policy/advocacy efforts and committee work.

The intensity of dialogue with decision makers

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|------------------------------------|-----|
| Very satisfied | 24% |
| Somewhat satisfied | 34% |
| Neither satisfied nor dissatisfied | 25% |
| Somewhat dissatisfied | 10% |

CONNECTION MAGAZINE

The most appreciated parts of the Connection magazine were expert articles - the back bone of the magazine - information about new members and Economic and Financial news.

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|-----------------------------|-----|
| Expert Articles | 77% |
| News about members | 65% |
| Economic and financial news | 55% |
| Events | 50% |

Very valuable feedback from the members was gathered in the part dedicated to suggestions and requests. Several of the improvements suggested by the members are already being implemented, while others are planned for the near future. Here's an overview of steps taken in response to the received suggestions:

- AmCham will continue in its efforts related to the 2014: Year of Rule of Law initiative in order to keep improving the business environment, reducing corruption and supporting the reform of the

- Slovak judicial system.
- AmCham will continue to inform its members about the activities of the committees and recent developments through the Monthly News as several requests for more detailed information about the committee work were registered.
- AmCham will continue to urge its members to join its policy efforts through the "call for interest" emails and during private meetings.
- AmCham will work on further increasing the quality of the Connection magazine. The lat-

- est developments were aimed at making Connection more business-oriented with a new layout, new sections on new investors and business opportunities in Slovakia as well as with more interviews with interesting people from the business community. The results indicated an interest in more expert articles, more business topics and a clearer division into specific sections.
- AmCham will continue to evaluate the feedback collected through feedback forms distributed at AmCham events.

- This serves to monitor the overall quality of each particular event and to implement changes aimed to further improve the quality of events.
 - AmCham is currently looking for ways to include more B2B products and thus boost the interaction between member companies, especially between SMEs and corporations.
- Other concrete comments that arose from the membership survey were taken into consideration and are being discussed.