



DEVELOPMENT QUESTIONNAIRE 2006 INTERIM REPORT

BACKGROUND

As a basis for consideration of action required by the Development Committee starting in the 2006/7 year it was decided to carry out a survey to identify what members wanted from the Committee.

To support that information questions were included relating to the personal details of those completing it but it was not intended to elicit a full membership profile – a more detailed survey for that purpose was carried out in 1991 and reference should be made to that if required.

A copy of the 2006 Development Questionnaire will be found at the end of this report.

In order that at least preliminary results should be available at the commencement of the 2006/7 year the questionnaire was issued in April 2006. It was made available via the ASC Website and 500 copies were distributed at the Carlisle Conference.

This interim report relates to the results of the first 70 returns. The results to date have been very consistent which suggests that they are indicative of the membership's requirements. Further questionnaires continue to be returned and a further report may be issued later if there is any significant variation in the results or other circumstances warrant it.

Although the questionnaire was largely based on "tick boxes" the majority of respondents took the opportunity to add comments, in some cases extensive, and these are included below.

Not all comments have been included, some comments have been paraphrased, and some comments included in part only (or split between sections where covering more than one area). Not all numbers add up to the total number of questionnaires returned, or percentages add up to 100% because respondents had the opportunity to tick any number of boxes.

EDUCATION

A significant number of answers, in particular to question 9 "seminars", question 14 "what development information would you like to see circulated" and question 17 "does the website contain the type of information you require" produced responses relating to education – these are reproduced separately as an appendix to this report.

VALIDITY

The returned questionnaires to date have been from a good cross section of the membership:

Gender		Age		District		Years of Membership	
Male	36 (51%)	Under 21	1 (1%)	Northern	7 (10%)	Less than a year	4 (6%)
Female	34 (49%)	21 to 35	5 (7%)	Central	6 (9%)	1 to 2 years	8 (11%)
		36 to 50	17 (24%)	North Western	2 (3%)	2 to 5 years	17 (24%)
		51 to 65	27 (39%)	Western	3 (4%)	5 to 10 years	8 (11%)
		65 or over	20 (29%)	Eastern	21 (30%)	More than 10 years	33 (47%)
				Midlands	14 (20%)		
				South Western	10 (14%)		
				South Eastern	6 (9%)		

The majority of respondents had held office at club or area level, with some also holding office at district and national level.

JOINING AND STAYING (QUESTIONS 1 TO 4)

The reasons for joining were fairly evenly divided amongst the options given:

To get help with a work or business presentation	To gain a new skill	To overcome my fear of public speaking	To meet new friends	Other
37%	46%	31%	33%	29%

Other reasons for joining:

- To find a partner
- To develop a new interest
- Joined to escape the family and to learn after dinner speaking
- To enable me to talk in ANY situation
- Parental influence
- Joined to practice speaking and presenting skills
- My wife was a member
- To build confidence – found out from my husband
- To expand my comfort zone as recovering stammerer.
- To become a good public speaker
- Needed confidence to stand up to a bullying boss. When I eventually retaliated he made me redundant. (No regrets).
- To improve my self confidence

Over half (51%) of respondents had found out about Speakers Clubs via a friend or colleague, 17% from newspaper articles, 10% from the ASC or Club website and the remainder from a variety of sources. No-one had joined as a result of ASC national advertising (eg Speaker of the Year Dinner).

Comments about finding out:

- Attending round table meeting at which the guest speaker was a member of speakers club
- Through junior chamber of commerce
- Leaflet in local cinema
- Display stand at recreation and hobbies exhibition
- From course run by Bill Mitchell
- Cheltenham Ideal Homes Exhibition 1982
- Rang Citizens Advice Bureau
- Newspaper article and letter box drop

A significant majority of respondents (80%) said that they stayed because of the friendship or social aspects, 70% said that they were "Still Learning", 50% stayed because it was educational and a third (34%) because they were interested in committees. One respondent said that he stayed because it was "the best activity of my whole life".

With only three exceptions respondents would recommend Speakers Club to a friend; most people found it friendly and supportive, educational and that it worked.

Comments:

- Recommend speakers club? – no – age (60+) would put off most of my friends
- Would you recommend – yes – but poor image – older people/middle class

HELP AND INFORMATION REQUIRED (QUESTIONS 6 TO 10 AND 14)

Three quarters of respondents answering question 6 sought assistance in recruiting new members, one quarter did not:

Publicity Material	
Posters	57% (37)
Business Cards	29% (19)
Display Boards	26% (17)
Leaflets	58% (38)

Ideas to attract and interest "new" people	
Taster Course	32% (21)
Advertising advice	32% (21)
Writing newspaper articles	31% (20)
Publicity events	33% (22)

About a quarter of respondents who answered this question sought assistance in setting up and maintaining a website.

Nearly half (45%) of those who answered whether they needed help to retain existing members said that they did, universally seeking fresh ideas.

One in eight of those responding to the question of whether they needed help to set up a new club said that they did, all of them requiring details on "how to....", publicity material and funds and most also seeking support from other clubs.

General observations about these issues were as follows (some answers related to personal development – education – rather than to recruitment and retention issues, these have been included). Further relevant comments are also recorded under "Materials":

General comments – development:

- Need professional leaflets that can be sent to business people or left in libraries or training centres
- What can we do for you - Maybe some information about where we can go to hear speakers and how the best speakers currently are (I mean externally as well as internally)
- Dynamic recruitment ideas to attract new members younger than 60 years
- A mock speakers club meeting and discussion time
- Get a younger image/membership and embrace the 21st century
- Would like to see what other areas do well, so that things that work for others can be tried and rolled out at our club
- Some National / generic publicity documentation. Some form of professionally printed / colour A4 intro 1 page document with a blank area at the bottom that any club could use to put through their printer and print details of the local club contact details, or local events like a taster course or education evening
- Educational evenings – fresh ideas to get new members started
- How we can help recruit new members – Being a speaker at events of other organisations and videos/dvds of national competitions and of other training material
- Recruitment – I feel we should try to get into local high schools to attract young people
- Recruitment - I do think the modern member is not as committed as older existing members. They only come if they are on the programme. Maybe a contract on joining should be signed stating that they will attend as often as possible!
- Attracting young people
- More economical AGM's (Host Club members could provide B&B for delegates)
- Recruitment - Set up new club – find a first class venue or any new club will fail
- Advice about setting up and running new club
- Simple, clear and eye catching posters
- Help – a poster designed in colour, not black and white
- Our local association is brilliant, the ASC assignments are great, can go at my own pace but a more regular dynamic magazine would be useful
- The only constructive criticism I have is the magazine. I really enjoyed the old one, the new style does not have the same appeal and I hardly ever get a copy. These should be delivered to our club and there should be enough for everyone
- Recruitment - We MUST aim our publicity directly at businesses of all sizes. Most aspiring managers do not realise the vital importance of being an accomplished public speaker and what ASC offers members.
- Publicity material needs to be effective – modern branding. Good to be able to personalise with local info (same applies to website)
- More interaction with the district. There is a sense of lack of community between the district and the association (*do we mean the club?*)
- Conference more central in country
- Maybe you could focus on different clubs to say what they are up to and how many members, new, members etc. are recruited and retained. Maybe a discount could be offered in the following year for anyone who introduces new members who stay for 6 months or more, the more you introduce the less it costs to join?

There were a considerable number of responses to question 14 “What development information would you like to see circulated”. Many of those related to “education” issues although such aspects are still, obviously, relevant to recruitment and retention. Those comments related specifically to education are included in the appendix to this report.

What development information would you like to see circulated?
<ul style="list-style-type: none"> ▪ New ideas being developed by individual clubs or members – circulation of ideas ▪ Ideas from other clubs ▪ Where to target our recruitment and advertising ▪ Ways to introduce the national ASC to members ▪ More info about executive meetings ▪ Continual list of progress for new membership in all Clubs ▪ What's going on ▪ I like to hear of successful club ideas eg taster courses, publicity, recruitment ▪ Introduction booklet to ASC for new members ▪ Novel things the clubs around the country are up to ▪ Information which other clubs have used effectively also ideas on gaining new members ▪ Ideas for recruitment and retention of members and that material is available to set up a new club ▪ Suggestions and ideas but NEVER dictats ▪ Minutes of Development Meetings ▪ Communication – direct email at club level, seminars/meetings at area/district level and paper communication for news ▪ Guidance on club procedure ▪ Why some clubs are far more successful than others. Help for failing clubs ▪ What development info would you like to see circulated - I have not seen anything since I joined, so all has been by word of mouth.

Of those answering the question in relation to seminars nearly half (44%) wanted them held at area level, a further third (29%) at district level and only one in eight (12%) at national level. One person said that they wanted area seminars *“seminars at District are always too far away. May I suggest a running programme over 3 years of seminars on all aspects of a club evening. Then during a year you can choose which you will attend”* another said *“Regular short seminars would keep us up to date. I cannot get to district and national all the time because of time and money”*.

Many of the answers to the question “what would you like the seminars to cover” related to “education” issues although such aspects are still, obviously, relevant to recruitment and retention. Those comments related specifically to education are included in the appendix to this report.

What would you like seminars to cover – development:	<i>Additional similar responses</i>
<ul style="list-style-type: none"> ▪ Recruitment (especially younger members) ▪ Other help – educational evenings – fresh ideas to get new members started ▪ National seminars – best practice from across the organisation – identify best practice and discussions – use audio visual training material ▪ Constitutional matters ▪ Gaining new members ▪ The Role of Club Officers: Guidance, detail and discussion on how every officer within a club should discharge their duties in the most effective manner. This would also include operating practice on Club Evenings to ensure a crisp Business Session and efficient overall running of the evening. ▪ Planning a Stimulating and Varied Annual Programme: Techniques, ideas, discussion and examples for programme planning. ▪ Initiatives for Attracting and Retaining New Members: Best practice / What initiatives have worked in other areas? ▪ Need to be local subjects – recruitment and retention / new ideas / developments ▪ Programme planning, club officers duties, speakers guide 	1

MATERIALS (QUESTION 11)

Of those who responded to the question about materials 80% were happy with the materials available. Some comments were:

Materials:	
<ul style="list-style-type: none"> ▪ The publicity material that I have seen seems very amateurish ▪ Got bookmarks at conference ▪ Happy with materials but should be publicised in magazine ▪ I don't think most members have any idea what is available ▪ Simple basic adverts - eye-catching, very few words - A4 and larger ▪ I don't know the full extent of available help. Perhaps we can devote a short time at an NEC meeting to have a demonstration? ▪ I wasn't aware there was a Materials Officer (<i>this person had not held office at club</i>) ▪ Ok but needs to be modern (concerned re branding – use of logo) ▪ Not sure what is available ▪ Don't ever see the materials nowadays. They used to be displayed far more frequently 	

METHOD OF COMMUNICATION (QUESTIONS 12 AND 13)

The questions related to communication demonstrated that respondents wanted to use electronic, face to face and paper methods for both being kept informed and for the exchange of ideas without any clear preferences (obviously those who did not have access to the internet did not wish to use electronic methods of communication).

For being kept informed a significant number of respondents were happy to use direct email whilst for the exchange of ideas face to face meetings were the most popular.

	For being kept informed	For the exchange of ideas
Electronic – ASC Website	26% (18)	20% (14)
Electronic – Club Website	21% (15)	14% (10)
Electronic – Direct email	64% (45)	31% (22)
Face to face – Seminars	36% (25)	39% (27)
Face to face – Meetings	46% (32)	63% (44)
Paper – ASC Magazine	39% (27)	30% (21)
Paper – ASC Newsletter	37% (26)	23% (16)
Paper – Guidance Notes	34% (24)	19% (13)

Relevant comments were:

Communication:	
<ul style="list-style-type: none"> ▪ ASC Newsletter – but need to be of good quality ▪ Paper – could some of this be done via email/download from website ▪ Website could have discussion forums ▪ Direct email at club level, seminars/meetings at area/district level and paper communication for news 	

WEBSITE (QUESTION 5 AND 15 TO 18)

85% of respondents had access to the internet although a small but significant minority (15%, one in 7) did not. One person commented *"Not everyone has access to the internet and information like this questionnaire must be made available to all not on the internet"*. Nevertheless, it seems reasonable to conclude that there would be access to the internet within each club to enable the ASC Website to be used for delivery of material.

Although no questions were asked on this aspect the compiler of this report has gained the impression that not all of those who had access to the internet were entirely skilled in its use.

Of those who answered the question 14% had never visited the ASC Website, about half visited "a couple of times a year" and the remainder more frequently.

Only a small percentage (17%, one in 7 respondents) did not like the style of the Website (most commonly because they thought that it required more frequent updating) or did not feel that it contained the information that they wanted.

Comments about the Website:

- More downloads - I know these are coming - I have asked for competition rules and marking sheets in the past, but to date they are not on there.
- Monthly newsletter from the president
- I rarely look at the web site, because from a selfish perspective, all I am interested in is me getting better / more confident at speaking. To me what happens outside of the area is almost irrelevant. I have no interest in any of the national issues, the bickering and backbiting. To me I attend speakers club to improve my speaking and attending once per fortnight can be hard work - hence everything else outside of the immediate club activity is of little interest.
- Ideas for making use of speaking skills outside the club - apart from in our jobs. Also, how do we best get good feedback on improving? How do we become better evaluators?
- Needs to be kept right up to date
- Not eye-catching enough
- Dates of events over next 12 months – all Nat officers names addresses and phone numbers
- I know its there but have had negative feedback from local users so haven't used it myself
- Website – tips – how to do topics well
- Kept more up to date
- Less gimmicks – more up to date information in members section
- Style ok but needs to be kept up to date
- Too busy and cluttered - needs a more modern style
- Many more member downloads
- OK when up to date
- Articles on speech ideas / "Have your say" section / Letters Section / Personal experiences on member development within Clubs / General Ideas Section / Featured Club occasionally /
- Communication – paper – could some of this be done via email/download from website
- Communication – website could have discussion forums
- Not very user friendly – improving though
- Do not like style – clunky, unprofessional, bland, difficult to navigate, no interesting content to make me go back for more
- I would like to know what is going on in the South West Region – a community board maybe
- Not updated often enough – too many pages "under construction"
- Judging sheets and info on judging for members

A fifth of respondents were willing to contribute articles to the Website:

Articles for the Website:
<ul style="list-style-type: none"> ▪ We have successfully arranged “mock” interviews at the Redditch Club for members ▪ Prescription speaking ▪ Experiences of recovering stammerers from McGuire Program ▪ Why presentations in organisations and industry are so poor! ▪ Contribute articles on How ASC helps develop aspiring managers ▪ Personal experience of ASC / work being done on recruitment

SPEAKER OF THE YEAR (QUESTIONS 19 AND 20)

Of the respondents only one third (31%) had been to a Speaker of the Year Dinner.

A few respondents clearly confused the Speaker of the Year (SOY) with the National Speech Competition winner

Of those who answered this question opinion was distinctly divided between those in support of the SOY (60%)(although of those less than half thought that it should be continued in its present format) and those not in favour (40%) with many of the comments against being strong. It was clear that the majority of those in favour of the SOY supported it because they believed that it was generating publicity for the ASC – many of those against pointed out that it did not.

For:	<i>Additional similar responses</i>
<ul style="list-style-type: none"> ▪ Highlights the ASC - if people are told about it! ▪ Something to aspire to. Some people enjoy a competitive element (not me though!!) – <i>Is this confusing SOY with national speech winner?</i> ▪ But only if it publicises the ASC so more people can be aware of it. If it's just an excuse for a dinner, I see little point in it ▪ Should have speaker of the year because of publicity value ▪ Generates opportunities & publicity ▪ Profile for ASC ▪ Keep the association in the public eye ▪ Adds spice – gains publicity ▪ It is good to have a formal get-together, publicity, chance to meet/get to know ▪ Pinnacle of achievement (<i>is this confusing it with national speech winner</i>), good publicity ▪ To advertise and boost image of lesser known people ▪ It is another way of projecting the ASC – better media coverage would be a help ▪ Why not! ▪ Inspirational ▪ Provides high profile publicity for the ASC and helping to choose is great fun ▪ To honour ASC Speech Contest winner (<i>confusing with national speech winner</i>) ▪ I think there should definitely be annual recognition for a particularly accomplished speaker, especially if the award would help to help promote the existence of & 'good' of the ASC! ▪ Encourages. Motivates, gives members a real goal and challenge to work <i>towards</i> (<i>confusion with national speech winner?</i>) ▪ Probably for publicity but otherwise it is a bit of a nonsense ▪ Additional excuse to get together ▪ Yes but Only if we can generate publicity - we seem to go to a lot of expense for little advantage ▪ Good publicity if a celebrity is chosen ▪ Good idea if utilised properly – use it as a marketing / publicity tool – need high profile people for this – good this year with Esther Rantzen ▪ It honours someone who is good at public speaking ▪ To give some professional status ▪ Promotes ASC 	4

Against:	<i>Additional similar responses</i>
<ul style="list-style-type: none"> ▪ I don't see the point. These people are not members of the ASC so are not representing the ASC in any way. I can go and see Ester Rantzen or Gervaise Phinn speak locally if I want to (and have). Far better to make the ASC national winner our speaker of the year and create some publicity and buzz around that ▪ Would have liked to say more about Speaker of the Year but wasn't room. I think it should be scrapped - particularly if it doesn't make money. If it does, well, no harm done. But I don't see how it benefits members, or the association. I mean, is it going to inspire people to join a club of enthusiastic amateurs because they've heard Ester Rantzen spouting off at a dinner. I don't see how the two things go together. Far better to publicise the winner of the ASC national contest at the ASC speaker of the Year. In the case of John Kemp it was a gift - fireman is public speaker of the year' etc etc that's much more of a story than 'Ester speaks at dinner' - so what? ▪ Don't know – what does it achieve ▪ We never have exploited any national publicity from the event ▪ Not sure that it helps raise our profile ▪ Should not have speaker of the year – too expensive and often too far away – publicity value for Association is minimal – replace with District or Area function ▪ Because there has been no tangible benefit to the association that I can see ▪ No – its embarrassing ▪ Originally a good idea but seems to generate little or no publicity for ASC – replace with an award for a local speaker ▪ Not relevant because speakers are not members and never generates any publicity ▪ They have become too expensive and do not generate enough publicity ▪ No – little national publicity and Speakers of the Year randomly selected on an arbitrary basis ▪ Not in future because the event is supposed to bring publicity for the ASC and does not. Also the method of choosing the speaker of the year is unsound. We not only ask speakers who do not normally speak (eg Bill MacLaren) but never check if they are willing to speak to us before we select them and the person selected is usually a far cry from a “Speaker of the Year”!! What should we replace it with, if anything? Nothing. ▪ It has no relevance to ASC. We get no return from the speakers who in no sense can be called “speakers “. What is the relevance of Esther Rantzen to us? ▪ Too expensive ▪ No – never seem to get publicity out of it – not many club members interested!! ▪ It does not appear to benefit the ASC as far as I can see. We have some excellent speakers in the Association and they should be feted 	<p style="text-align: center;">1</p>

More than half of those who were in favour of the SOY wanted a different format or had other suggestions to make:

Other Comments:	Additional similar responses
<ul style="list-style-type: none"> ▪ Perhaps incorporate it with the AGM / Conference ▪ May I suggest 4 awards for different areas of the UK ▪ Try to move round the country more – avoid London because of price ▪ Choice of SOY should be conditional on actively promoting the ASC at a number of events throughout the year rather than an arbitrary chance of someones favourite personality ▪ More contact should be made with the SOY throughout their year ▪ Public vote ▪ Selection criteria need to be examined ▪ It not being awarded to someone who is not necessarily a proficient speaker, arguably the speech contest winner could appropriately get both awards, but if it's felt that a well-known public figure would be best to satisfy the image promotion referred to above, then it should be someone who has 'spoken' particularly well over the year! e.g. politicians, TV presenters, sportsmen/women, union leaders perhaps etc. ▪ Not present format - No Civic Dignitaries unless they are members of ASC and can speak to a professional standard - some can but not all. ▪ Present format but speaker of the year should link more throughout year ▪ Make a better choice of SOY and more people who will appreciate and talk about the ASC ▪ Not replace but perhaps have a few more local events, particularly for newer members. Being extremely 'green' in this environment, new members perhaps see the higher type of competitions way beyond reach, perhaps some beginners/intermediate level of competition would open up opportunities for the newer and less experienced speakers to gain in confidence and to aspire to greater things. The other possibility is to have open house nights at other clubs to see what they are doing and hear other speakers. (<i>Confusing with national speech competition?</i>) 	3

APPENDIX - EDUCATION

A significant number of answers, in particular to question 9 "seminars", question 14 "what development information would you like to see circulated" and question 17 "does the website contain the type of information you require" produced responses relating to education – these are reproduced below.

Seminars <i>Where the comments concerned a variety of subject areas only the educational aspect has been reproduced - some of the comments are paraphrased.</i>	<i>Additional similar responses</i>
<ul style="list-style-type: none"> ▪ Advanced skills eg Powerpoint, use of microphone, voice projection, judging ▪ Really enjoy hearing more experienced speakers doing "masterpieces" and guest appearances - I think it's a great opportunity to learn new techniques ▪ Master classes ▪ Evaluations ▪ Educational ▪ Speech subjects & evaluation ▪ Presentation skills ▪ Speaking and presentation skills, judging ▪ Evaluation, power point presentations ▪ Judging, evaluation ▪ Any aspects of speaking ▪ They should cover subjects that could have a strong appeal to people in business such as: Powerpoint presentations - and differentiate between informational presentations and those that are focussed on selling ideas such as Business Change and New project initiatives - Chairing meetings - Sales presentations ▪ Evaluation, speechwriting, presentation ▪ Planning a Stimulating and Varied Annual Programme: Techniques, ideas, discussion and examples for programme planning. ▪ Judging: Although done previously, I believe this should be ongoing to ensure consistency and continually improve the quality of our judging. ▪ Judging, evaluating etc, ensuring consistency ▪ The Differences between a Speech and a Story: ▪ Judging competitions ▪ Seminars – any level providing the leaders are successful themselves ▪ Speeches from other districts ▪ How best to improve individual speakers ▪ Evaluation, chairing, topics evaluation, judging of competitions ▪ Good speaking, programme planning ▪ Speaking with microphones, hand gestures etc. 	<p style="text-align: center;">2</p> <p style="text-align: center;">1</p> <p style="text-align: center;">4</p> <p style="text-align: center;">1</p>

Nearly half (45%) of those who answered whether they needed help to retain existing members said that they did, universally seeking fresh ideas.

Other Comments

Where the comments concerned a variety of subject areas only the educational aspect has been reproduced some of the comments are paraphrased.

- Help and support required - Maybe some information about where we can go to hear speakers and who the best speakers currently are (I mean externally as well as internally)
- Help and support required - A mock speakers club meeting and discussion time
- Help and support required - Being a speaker at events of other organisations and videos/dvds of national competitions and of other training material
- Help and support required - Use audio visual training material
- Area seminars – seminars at District are always too far away. May I suggest a running programme over 3 years of seminars on all aspects of a club evening. Then during a year you can choose which you will attend.
- Website, wanted - More downloads - I know these are coming - I have asked for competition rules and marking sheets in the past, but to date they are not on there.
- Help and support required - CD's with speeches/evaluations
- Help and support required - Dealing with trends in public speaking styles - need to be entertaining and so on
- Website, wanted - Ideas for making use of speaking skills outside the club - apart from in our jobs. Also, how do we best get good feedback on improving? How do we become better evaluators?
- Would be willing to contribute website articles - we have successfully arranged "mock" interviews at the Redditch Club for members
- Website, wanted – tips – how to do topics well
- Would contribute Website articles – prescription speaking
- Would contribute Website articles - Experiences of recovering stammerers from McGuire Program
- Help and support required - Tips on gestures. Which gestures work ; give examples
- Would contribute Website articles - Why presentations in organisations and industry are so poor!
- Help and support required - Ideas & detail on how to approach F assignments
- Contribute articles on How ASC helps develop aspiring managers
- Help and support required – the G1 category more fully explained
- Website, wanted – judging sheets and info on judging for members
- Help and support required – guidance on club procedure
- Educational evenings – fresh ideas to get new members started



Development Questionnaire

This questionnaire has been produced so that the Development Committee can **listen** to you, the membership. We want to find out what you want from us. We are doing this so that we can, as far as possible, provide the **help and support** that you need to **recruit and retain members**.

This Committee's responsibilities include recruitment and retention of members, the Website, Materials, Speaker of the Year and the Magazine (an opportunity for feedback on the magazine will be included in an edition early in 2007)

Please take a few minutes to complete the questionnaire and send it back to Rosemary Harris at the address below. You can complete it anonymously or, if you wish, include your name.

You can copy the form, download it from the website or ask for more copies so that other members of your club can also participate.

The questionnaire is also available from the ASC website (www.the-asc.org.uk)

Rosemary Harris, ASC National Development Officer
10 Hansell Drive
Dorridge
Solihull
West Midlands, B93 8RQ
development.officer@the-asc.org.uk

If you want to do so you can give us your name and Club.

Name.....

Club.....

1. Why did you join Speakers Club?

- To get help with a work or business presentation?
- To gain a new skill?
- To overcome my fear of public speaking?
- To meet new friends?
- Other (please specify).....

**QUESTIONS 1
TO 5 ARE
ABOUT
YOU**

2. How did you find out about Speakers Club?

- Have been coming so long I can't remember
- From a friend or colleague
- From a newspaper article
- From a poster
- From the ASC or Club website
- From ASC advertising (eg Speaker of the Year Dinner)
- From a local library display
- Other (please specify).....

3. Why do you stay?

- I am still learning
- I find it educational
- Because of the friendship or social aspects
- Because I am interested in the club (or ASC) committees
- Other (please specify).....

4. Would you recommend Speakers Club to a friend?

- Yes
 - Friendly and supportive
 - Educational
 - It works!
- No
 - Too embarrassed for your friends to see you in action
 - Other (please specify).....

5. Do you have access to the internet?

- Yes
- No

How can we help you and your Club?

Do you need help to....

**QUESTIONS 6 TO
11 ARE ABOUT
NATIONAL
DEVELOPMENT**

6. Recruit new members?

- No *please move to question 7*
- Yes
 - Publicity Material
 - Posters
 - Business Cards
 - Display Boards
 - Leaflets
 - Setting up and maintaining a club website
 - Ideas to attract and interest "new" people
 - Taster Course
 - Advertising advice
 - Writing newspaper articles
 - Publicity events
 - Other (please specify)

7. Retain existing members?

- No *please move to question 8*
- Yes
 - Do you need help with running your Club Committee?
 - Do you need help with running your Club evenings?
 - Do you need help with fresh ideas?

8. Set up a new Club?

- No *please move to question 9*
- Yes
 - How to.....
 - Publicity material
 - Funds
 - Support from other Clubs
 - Other (please specify).....

9. Would you like to have seminars at....

- Area level District level National level
- If so, what would you like the seminars to cover?**

10. What other help or support can we provide for you?

.....
.....
.....

11. If you are a Club, Area, or District Officer are you happy with the Materials available from the Materials Officer?

- Yes
- No - what other materials would you like to be made available?
.....
.....

12. What method of communication works best for you for being kept informed?

- Electronic
 - ASC Website
 - Club Website
 - Direct e-mail
- Face to face
 - Seminars
 - Meetings
- Paper
 - ASC Magazine
 - ASC Newsletter
 - Guidance notes

**QUESTIONS 12 TO
18 ARE ABOUT
COMMUNICATION**

13. What method of communication works best for you for the exchange of ideas?

- Electronic
 - ASC Website
 - Club Website
 - Direct e-mail
- Face to face
 - Seminars
 - Meetings
- Paper
 - ASC Magazine
 - ASC Newsletter
 - Guidance notes

14. What development information would you like to see circulated?

.....
.....

What do you want from the ASC Website? (if you have answered No to question 5 move on to question 19)

15. How often do you visit the ASC Website?

- At least once a week?
- Once a month?
- A couple of times a year?
- What website!

16. Do you like the style of the website?

- Yes
- No - please indicate why not and/or what you would prefer?
.....
.....

17. Does the Website contain the type of information you require?

- Yes
- No - what else would you like to see included?
.....

18. Would you be happy to contribute articles?

- Yes - please give us some possible subjects?
.....

19. Have you ever been to the Speaker of the Year Dinner?

- Yes
- No
 - Too expensive
 - Too far away
 - Not interested
 - What Dinner!

**QUESTIONS 19
AND 20 ARE
ABOUT THE
SPEAKER OF
THE YEAR
DINNER**

20. Should we have a Speaker of the Year?

- Yes
Why?
.....
.....

Question 20
continued

Should it be in its present format?

- Yes
- No - what changes would you like?

.....
.....

- No Why not?

.....
.....

What should we replace it with, if anything?

.....

21. Are you?

- Male
- Female

**QUESTIONS 21 TO 26 GIVE US SOME
PERSONAL INFORMATION**

22. Are you aged? (no false modesty please!)

- Under 21
- 21 to 35
- 36 to 50
- 51 to 65
- 65 or over

23. Which District are you a member of?

.....
If you do not know your District give the area of the Country you come from

24. How long have you been a Speakers Club member?

- Less than a year
- 1 to 2 years
- 2 to 5 years
- 5 to 10 years
- More than 10 years

25. Have you ever held office at....

- Club level
- Area level
- District level
- National level

26. If you have never held any office would you consider it in the future?

- Yes
- No
- Does not appeal
- Don't have the time