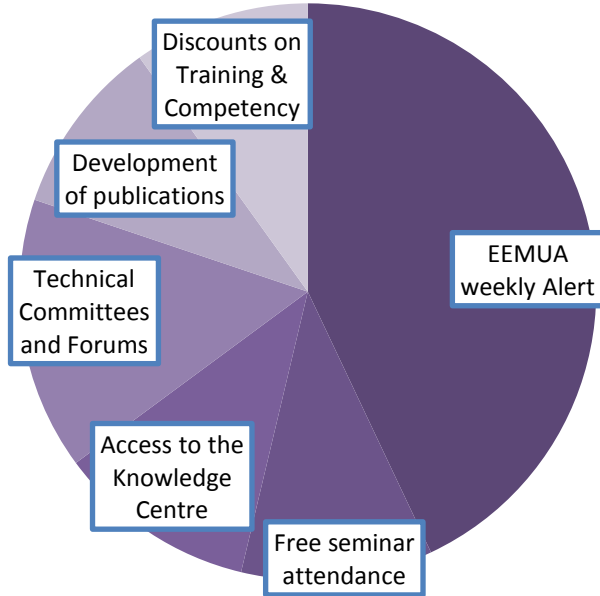


# 2016

## MEMBERS' SURVEY

### SUMMARY OF RESULTS

#### Use of EEMUA benefits:



#### The value of participating in Technical Committees:

- To share experiences with and learn from others
- Opportunity to meet and network with people involved in similar work in other member companies

**67%** Were aware of **free access** to digital copies of EEMUA Publications\*

\*One of our goals for 2017 is to increase the awareness of accessibility to benefits.



**28% increase in survey responses received**

**86%** Currently read the weekly **EEMUA Alert** – a valuable resource of EEMUA and industry news.

**82%** Value the communications from EEMUA. Feedback suggest that we have the frequency **just right** too!

**71%** Value the depth and breadth of knowledge available to them via the members' section of the website and rated it highly for accuracy of information **AND** quality of content.

#### Primary reasons for last website visit:

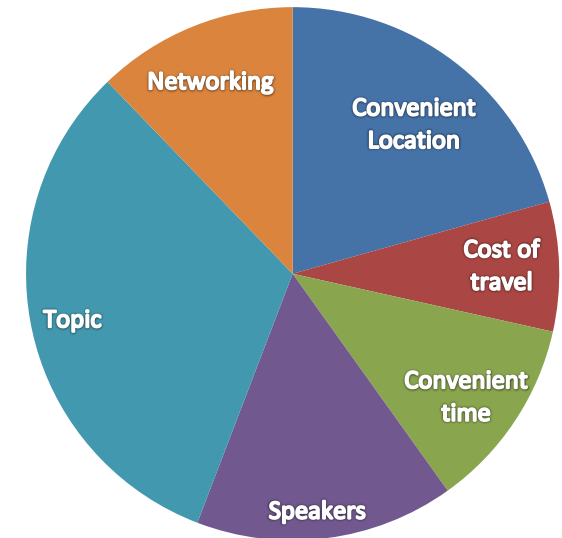
1. To register for an event
2. Seeking product information
3. Product purchase/download

In the last 12 months, EEMUA has gone digital; from online registrations for events and training courses, regular webinars to access to digital publications and technical checklists.



*EEMUA is a growing Association and we are always open for suggestions on how we can improve, both in serving our members and other stakeholders.*

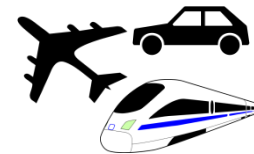
We aim to run events that are topical and in appropriate locations in Europe. Most important factors for attending an event:



In line with EEMUA's current event days, members indicated that **Wednesdays** and **Thursdays** are best for attending seminars.

**If the topic is good and the location is convenient, members are willing to travel a long way to attend a seminar:**

- 19% - ≤ 50 miles/km
- 34% - 51-100 miles/km
- 47% - >100 miles/km



16 Black Friars Lane  
London EC4V 6EB  
[www.eemua.org](http://www.eemua.org)

[ask@eemua.org](mailto:ask@eemua.org)  
+44 (0)20 7488 0801

