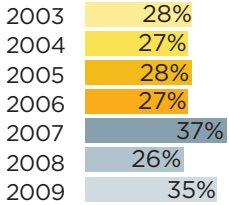


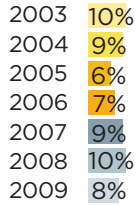
INDEPENDENT EVENT PLANNERS: YEA OR NAY?

Do you contract with independent event planners?
Percentage of respondents

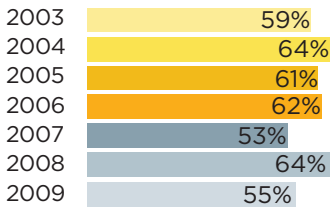
Yes



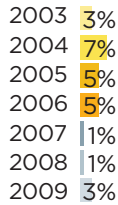
No, but we are considering it



No, with no plans to contract independent planners

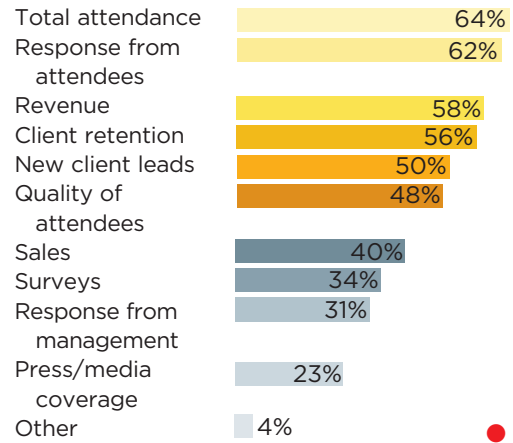


Unsure/no answer



WHAT METHODS DO YOU USE TO MEASURE THE ROI (RETURN ON INVESTMENT) OF YOUR SPECIAL EVENTS?

Multiple answers possible



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