



## CASE STUDY

**HOW COMMUNITY RESEARCH  
AND SURVEYS HELPED AN  
INDUSTRIAL TRADE  
ORGANIZATION INVOLVE MORE  
HARD-TO-REACH MEMBERS IN  
LOCAL MEETINGS.**



# COMPARING AND CONTRASTING THOSE WHO WERE BOTH INTERESTED AND NO INTERESTED IN PARTICIPATING HELPED IMPROVE OUTREACH EFFORTS

## OPPORTUNITY

Industrial trade groups oftentimes serve as a way to connect industries with the communities that they serve through local meetings. Yet, they sometimes find it hard to get people from all areas of the community involved. This means they might miss out on understanding the needs, opinions and values of all of their community members.

One industrial trade organization experiencing this challenge hired PersonaTel to conduct surveys and secondary research to figure out how to get more people, especially those who usually don't join these meetings, to participate.

## OUR SOLUTION

To solve our client's challenge, we executed a survey of over 100 local residents whose demographics matched those of underrepresented groups at local meetings. The survey discussed the following topics:

- Awareness of local meetings and groups
- Willingness and motivations to participate
- Meeting format and time preferences
- Obstacles or hurdles to their participations
- Topics of interest

We first conducted an in depth analysis of the survey and interview results. We then crafted a detailed report with findings which included personas of both those *interested*, and *not interested* in participating to focus outreach efforts. Lastly, we offered recommendations on meeting format, topics to focus on, and recruitment methods to help the organization improve the participation rates among these less engaged community members.

## IMPACT

With a more in depth understanding of their target participant's preferences, motivations, and expectations regarding meeting participation, our client was able to restructure and pilot a new meeting format to increase the participation rates of these harder to reach members and/or find additional avenues to capture their perspectives.