

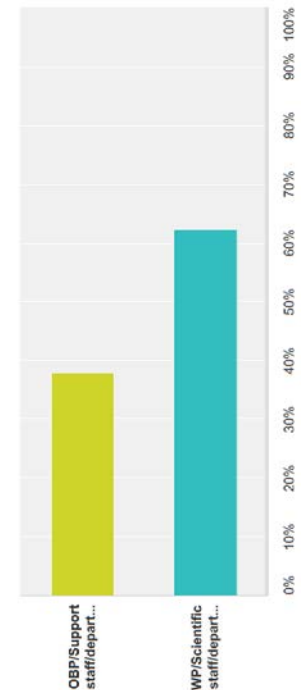
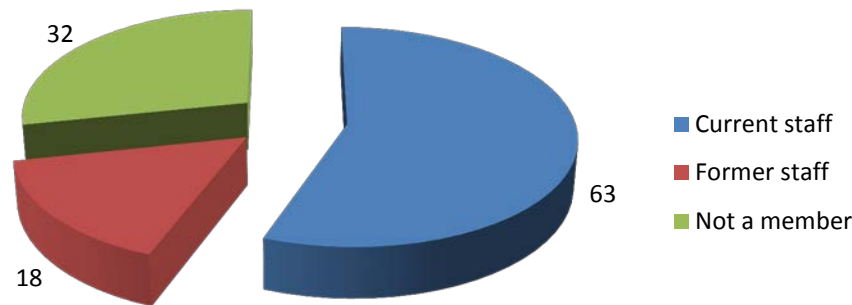
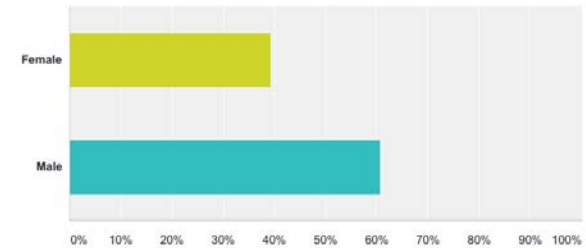
PVI Survey 2015

First results

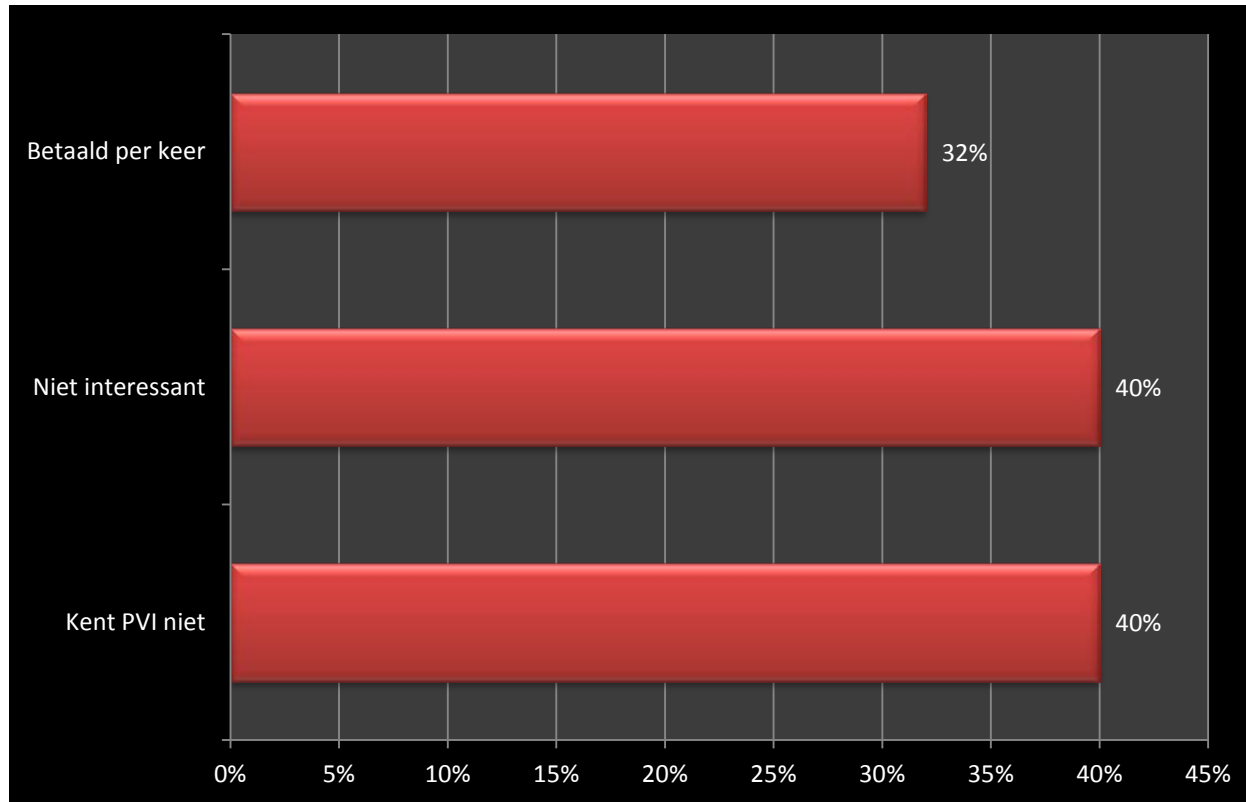
(L. Eelderink, J. de Ruiter, W. Bakx)

Some figures

- 117 participants
 - 71 Male, 46 Female
 - 71 Sc staff, 43 Sup staff
 - 63 current, 18 former, 32 not a member



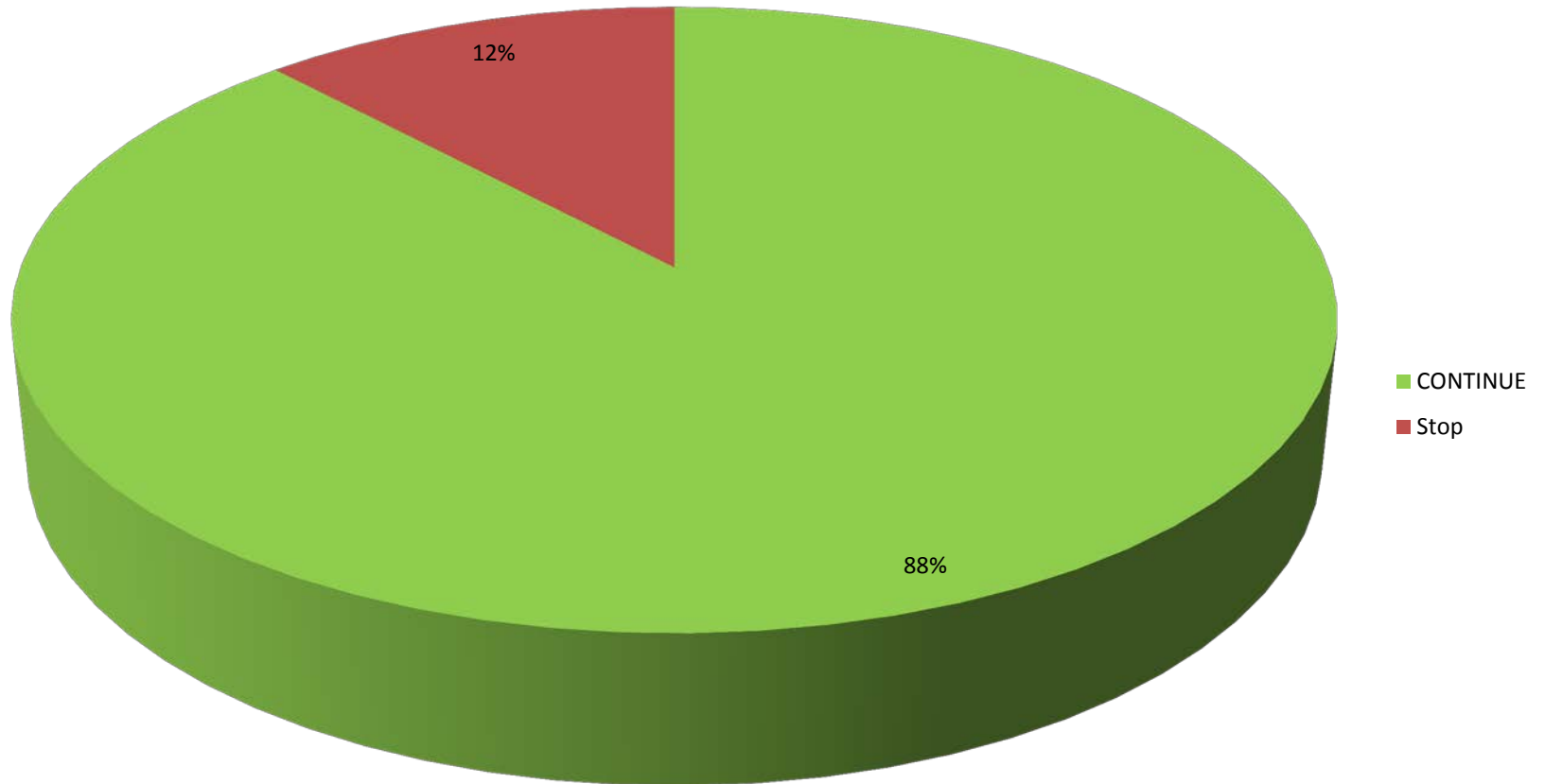
28% is not a member



72% is a member

- 49% cherishes the relationship with ITC, but





Are we doing the right things?

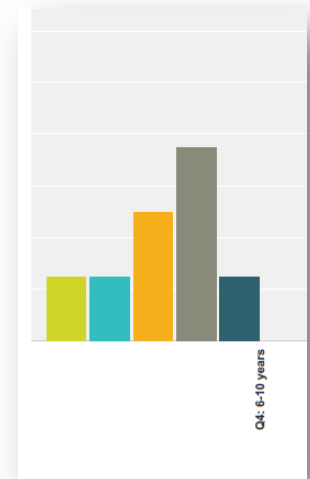
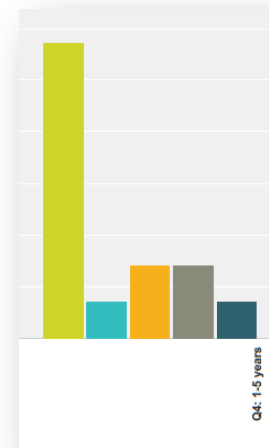
Positive response

- Cultural/Social/Informative excursion
- Sports day
- Xmas gathering

Negative response

- Kids
- Xmas shopping
- Skiing

1 - No interest 2 3 4 5 - Most interesting



Is the time right?



CONCLUSIONS



CONCLUSIONS

- Improve visibility
 - Market PVI, English web section, personal approach
- Keep diverse activities, and
 - GUIDED tours/excursions
 - SOCIAL events (food, liquor)
 - SHORTER events
 - EVENING/LUNCH timing

IDEAS

- Activity list 2015 and
 - Photographic (ad)venture
 - Tapas/food clinic

