



News

December 2007

BritishAmerican Business Membership Survey

BritishAmerican Business received a good response from Members for the 2007 survey. It is appreciated that so many Members took the time to answer the questions and in addition provide valuable comments/feedback.

Not surprisingly, the results of our surveys of our New York and London memberships were very similar, reflecting the close similarity in the demographics and interests of our members on both sides of the Atlantic.

Approximately half of both the New York and London members identified “the development of beneficial business relationships” as the most important benefit of membership, followed by “promoting your company’s profile/ products/services” and “attendance at distinctive high-quality events”.

New York members rated the most useful services offered as the “Online Membership Directory” and “Membership Mailing Lists”, for London members the “Membership Mailing Lists” and the London “Monthly Email Broadcasts” were most useful. However we note support for all the Member Services from both New York and London Members.

Members were asked to rate the overall quality of events using a scale of 0-10 (10 being very high quality). The average rating for London and New York members was 7.8 and 8.4 respectively.

In terms of their usefulness to New York and London Members’ business, members gave similarly high ratings to five of the six types of events listed: ‘Business Briefings’; ‘CEO Presentations’; ‘Roundtables’; ‘Briefings by Ambassadors/Officials’; and ‘Networking Socials’: ‘Client Entertainment Events’ came close behind.

In response to suggestions for particular types of Networking Social events, both London and New York members agreed a preference for “Beverage/food tasting socials” followed by “Art-related” and then “Sports-related” social events.

New York and London members also agreed that they preferred evening and morning events over lunchtime programs.

Members were asked how many other people also read or look into their personal copy of *Network*. On average 3.8 other readers see a copy of *Network* in London and 2.8 additional readers see each copy of *Network* in NY.

When asked about the policy work of BritishAmerican Business, the majority (42% of New York members and 37% of London members) thinks “BritishAmerican should maintain its present

level" of activity.

We thank Members for their valuable participation and contribution.

*Members of the British American Business Council
and the European Council of American Chambers of Commerce*

● [BAB Website](#) ● [Events: NY / London](#) ● [Member News](#) ● [BAB News](#) ● [Contact Us](#) ●

This E-mail is confidential and intended for the exclusive use of the addressee(s) only.
If you are not the intended recipient please notify the sender named above of the error.

If you are having trouble viewing part or all of the above email,
please click [this link](#) to launch it in your web browser.