

SCF Forum Asia 2017 – Post-event feedback report

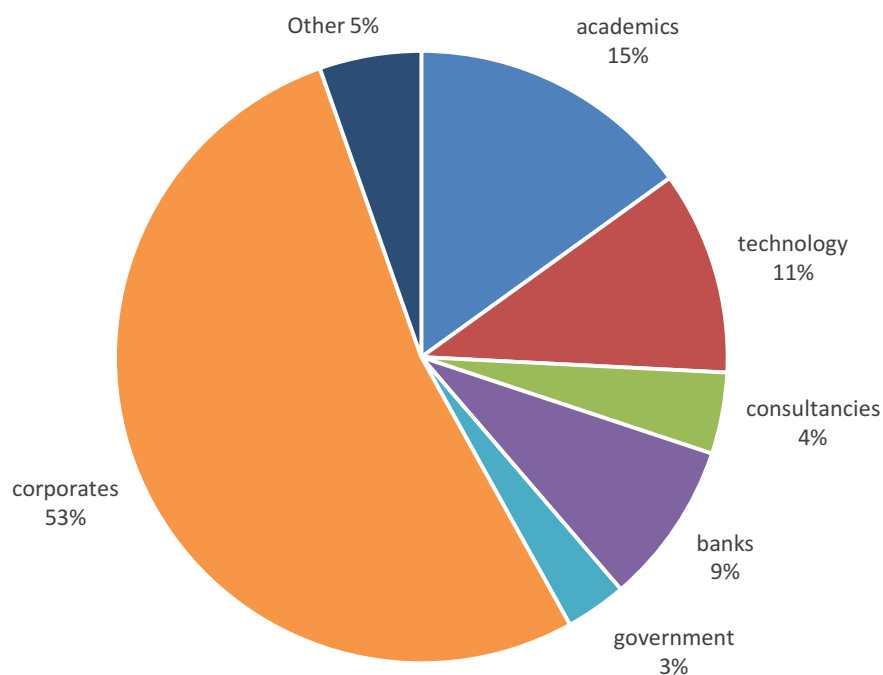
Executive Summary

SCF Forum Asia exceeded expectations, with double the planned number of delegates and a very strong attendance from corporate treasurers. Total revenue was €15,810 and the event made a loss of €17,576, which was an improvement on both budget and forecast. Delegate and sponsor feedback was positive, and next year's event is already being planned.

Delegate Numbers and revenues

In total, 94 people attended the event. Of these, four were paying delegates with total net revenue (after deducting tax and service fees) of SGD 2,149 (€1,410), giving a net delegate yield of €353.

Of the delegates present, the majority were from corporations (over half), with academics, technology firms and banks as the next largest groups



Sponsorship

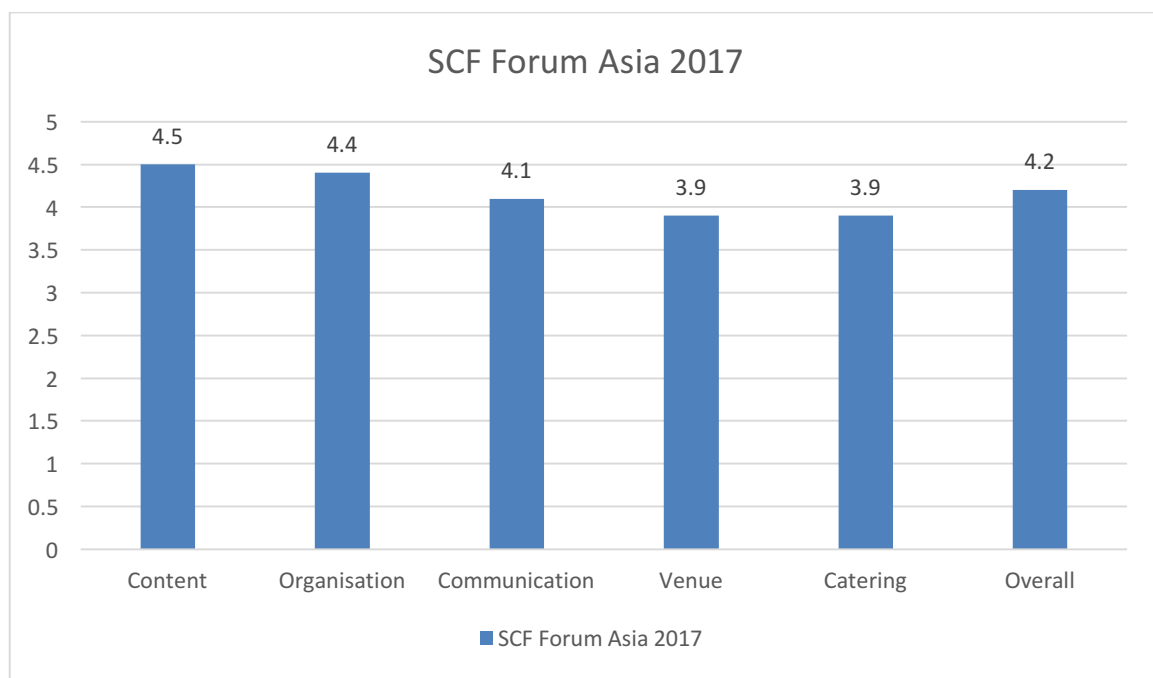
Sponsorship revenue for the event totalled €14,400. There were two sponsors.

	2017
Rabobank	€ 10,000
China Systems	€ 4,400
total	€ 14,400

Delegate Feedback

Delegates were asked to rate the event on a series of measures, choosing one of five options: excellent, good, average, poor or very poor.

A total of 42 delegates responded, or 44%. The chart below shows averages where 5= Excellent and 1= Very poor. Overall the results were in the good/excellent zone, with venue and catering the only exceptions.

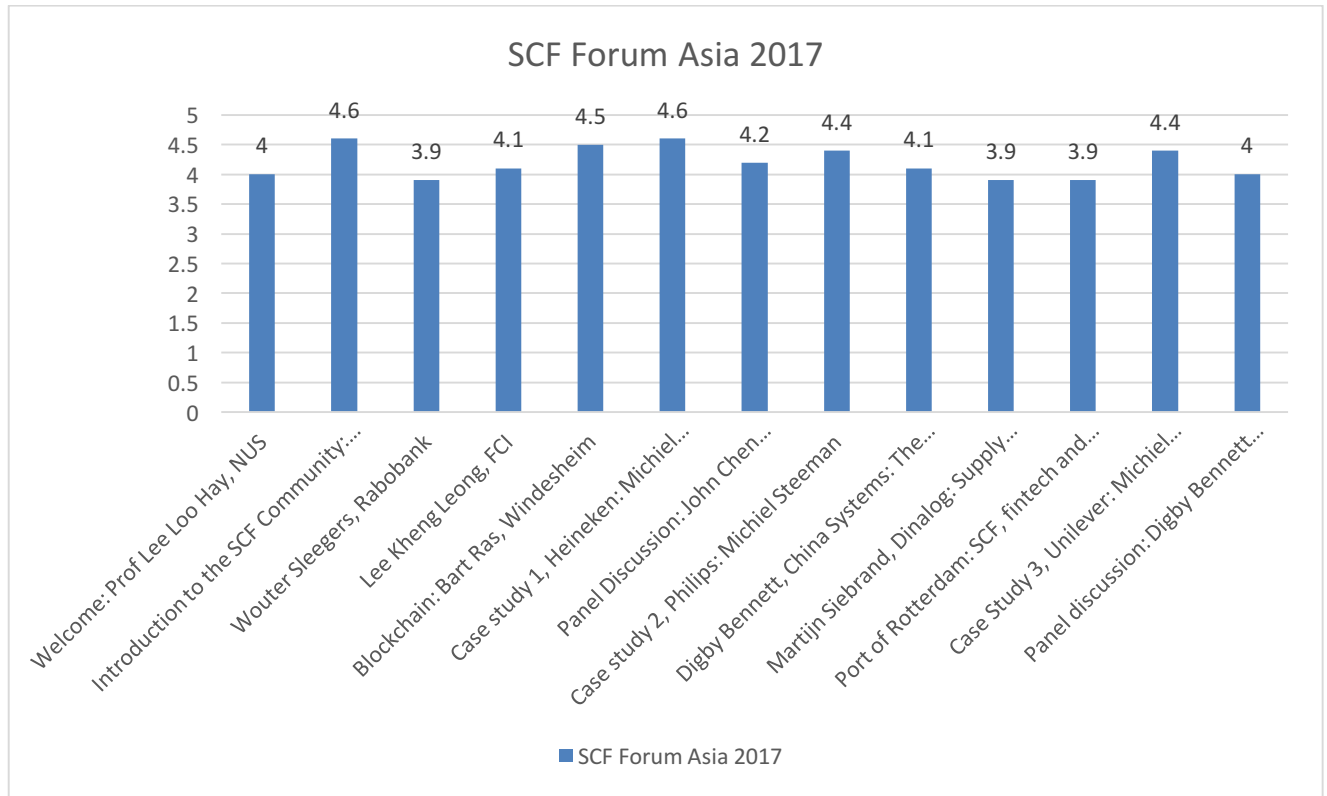


In the comments, several people commented that the catering was disappointing, but the overall tone was very positive.

We also asked the *Net Promoter Score* question, 'How likely is it that you would recommend SCF Forum Asia to a friend or colleague?' (<http://www.netpromoter.com/why-net-promoter/know/>). This yielded a NPS of **58**. This compares to a score of 48 for the SCF Forum in Amsterdam in 2016.

Finally, we asked about individual sessions. Only three sessions dipped below a score of 4 (good) – these were Rabobank, Port of Rotterdam and Dinalog. Alongside some comments that more Asian case studies would have been good, this points to a preference for local content rather than 'Dutch imports'.

The highest scores were for Michiel Steeman's introduction (4.6), Bart Ras's Blockchain session (4.5) and the three case studies (4.6, 4.4, 4.4)



Sponsor Feedback

Rabobank felt the event went very well and was delighted with the number of corporates in the room. They accepted that the venue was not easy to reach but felt that was outweighed by the prestige of the NUS involvement. We have not yet heard from China Systems, but there was a favourable response on the day.

Rabobank have already indicated their interest in sponsoring again next year.

Conclusions

With an attendance of over 90 against an original expectation of 40-50, and over 50% of those corporates, the first SCF Forum Asia was definitely a success. The high attendance brought some problems in terms of overcrowding, but these were outweighed by the strong feedback scores and the generally positive response from delegates and sponsors alike.

Some points to consider for next year:

- More Asian case studies
- Larger auditorium
- Consider location (on balance, we feel NUS is still right)
- Improve catering