



## HR FLORIDA 2008 CONFERENCE & EXPO

AUGUST 25-27, 2008  
ROSEN SHINGLE CREEK RESORT  
ORLANDO

30<sup>TH</sup>  
ANNIVERSARY

[www.HRFlorida.org](http://www.HRFlorida.org)



In October, 2007, the HR Florida State Council held its 29<sup>th</sup> Annual Conference & Expo. For the first time in 29 years, attendance exceeded 1240 professionals, who chose from over 80 presentations all offering a total of 13.5 HRCI recertification credit hours. In addition, nationally renowned keynote speakers, Harris Rosen, Tom Morris and Bonnie St. John, presented attendees lively and informative sessions. The exhibit hall featured displays from over 160 companies with the broadest range of HR products and services ever welcomed by the council.

The conference conducted three surveys to get a comprehensive picture of performance:

- Attendees were surveyed on their overall conference experience
- Attendees were surveyed on concurrent sessions attended
- Sponsors and Exhibitors were surveyed on their overall conference experience

Results indicated a high satisfaction with this event and we have included some of the more pertinent of them below. Also, included is information that answers the question “Who Attends This Conference?” based on 2007 actual conference statistics.

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### Attendee Overall Survey Results

90.5% said the conference was worth the money or well worth the money

88.6% said the conference met or exceeded their expectations

86.7% said they would recommend our conference to others

### Sponsor/Exhibitor Overall Survey Results

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75% said their overall conference experience was good or excellent

87.5% said the exhibit area was good or excellent

71.9% said they had participated in our conferences in the past or were referred by someone who had participated in the past

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## Who Attends This Conference?

### 1243 Attendees registered representing:

- 941 companies
- 198 Florida cities
- 22 states
- 3 international locations
- 551 PHR's, SPHR's, GPHR's

### Authority Level:

- 45.1% Decision Makers
- 48.1% Influencers
- 6.8% No Authority

### Number of Employees in Company:

- 32% have 1,000+
- 12.9% have 500 – 999
- 35.5% have 100 – 499
- 19.5 have < 100

### Years in Profession:

- 20% >20
- 31.4% 11 – 20
- 28.4% 6 – 10
- 13.6% 3 – 5
- 5.6% 1 – 2
- .9% Student

*"I've never been to nationals, but I can't imagine it being any better than this one. My second year and will definitely come back. Overall everything from registration to sessions, speakers were unbelievable. Just when I think the conference can't get any better, it does."*  
Attendee

*"The HR Florida conference is the best way I know how to reach my targeted audience and a wonderful marketing venue."*  
Sponsor

*"As an exhibitor, we host numerous trade show booths over the course of a year. This is one of our most valued experiences/partnerships to grow our Group Program."*  
Exhibitor