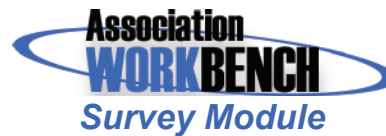


# Information Knowledge Success



## Case Study: Brampton Board Of Trade

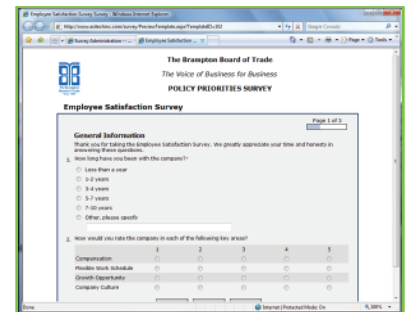
### Challenge

The Brampton Board of Trade (BBOT) has long been recognized as having a major role in shaping the local agenda for politicians. Representing the interests of its members is the hallmark of BBOT's activities and advocacy. Recently, the Governing Council decided it was time to survey the membership on priorities, issues and ideas, but not simply to collect data, to enable the ongoing analysis and interpretation of the data. The expected result; a knowledge-base of member input to shape BBOT's activities over the coming months.

### Solution

BBOT staff engaged ASI Technologies (ASI) to construct a survey program that would obtain the information and provide the platform on which to manipulate and analyze the data. ASI deployed it's Survey Module (part of its Association Workbench Suite) to enable BBOT staff to setup and conduct the survey. Some of the major strengths of this solution include:

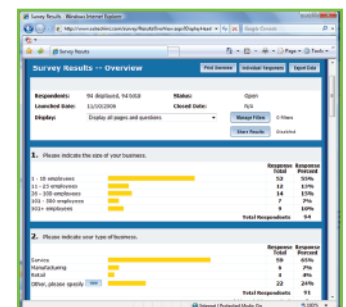
- Uses existing membership data and has the potential to store results against the membership.
- Built in analytics – these tools are right in the deployment and not part of a third-party service as is the case with most survey tools.
- No worries about minimum or maximum, the Survey Module is there for you as part of your technology toolset.



### Results

BBOT staff surveyed over 1000 members and received a good sampling of responses which allowed them to prioritize the policy issues. BBOT now has its TOP TEN policy priorities and the data to support the selection of such by the membership. Even better, BBOT can survey its members again using similar questions and see if the priorities have changes through the analytics portion of the Survey Module.

A very useful and telling exercise for the BBOT staff and its membership.



*“ASI’s survey technology not only provided a user friendly survey for our participants to complete, but was easy to develop and implement, and provided us with insightful reports and meaningful analytics.”*

Sheldon Leiba, CEO Brampton Board of Trade