

BUSINESS OPERATIONS SUMMIT, LITTLE ROCK

03 - 14 Oct 2023

Poll results

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- Why did you come to the conference today?
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- What Cyber Security tool are you using or evaluating?
- What HR tool are you using or evaluating?
- What Accounting tool are you using or evaluating?
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- Which area of your DMO operations needs the most improvement?
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- How would you describe the successful communication between different organizational functions and departments? Operations/Finance/IT/HR
- How would you motivate employees resistant to changes in company procedures?
Integrating AI, new policies
- Would do you use as AI tool in your organization?
- How has AI benefited the workflow?
- Give examples of data-driven decisions in your field - Operations/Finance/IT/HR
- What metrics do you remain transparent with your staff and how is that received – salary, bonus, eNPS
- What was your “Ah ha” moment over the past few days
- After listening to all the speakers and peer discussions, how progressive do you think your organizations is?
- When considering talent retention, what do you offer employees that would be attractive in the job market – EAP, PTO, Vacation, Hybrid workplace

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- • Do you have a disaster recovery plan?
- Do you have a cyber-Security plan?
- Do you have an AI plan?

Which Destination Organization are you joining us from?

052

Experience Kissimmee

Visit Phoenix

Madison

portland

Meet Minneapolis

Discover MWM
Indiana dunes
St. Louis
Visit omaha
NJ
experience Fayetteville
Irving CVB
Visit Jackson MS
Visit Mesa
Visit Austin
Visit detroit
VisitPITTSBURGH
Fairbanks
Detroit
Omaha
Gettysburg
Washington DC
VisitIndy
111123
Visit San Antonio
Jackson
Visit Franklin

How familiar are you with Artificial Intelligence?

053

I'm an expert

 2 %

I have some solid background

 6 %

I have some basic knowledge

 60 %

I'm completely green

 32 %

Why did you come to the conference today?

054

Knowledge building



67 %

Networking opportunities



30 %

Speaker lineup



2 %

My boss made me



2 %

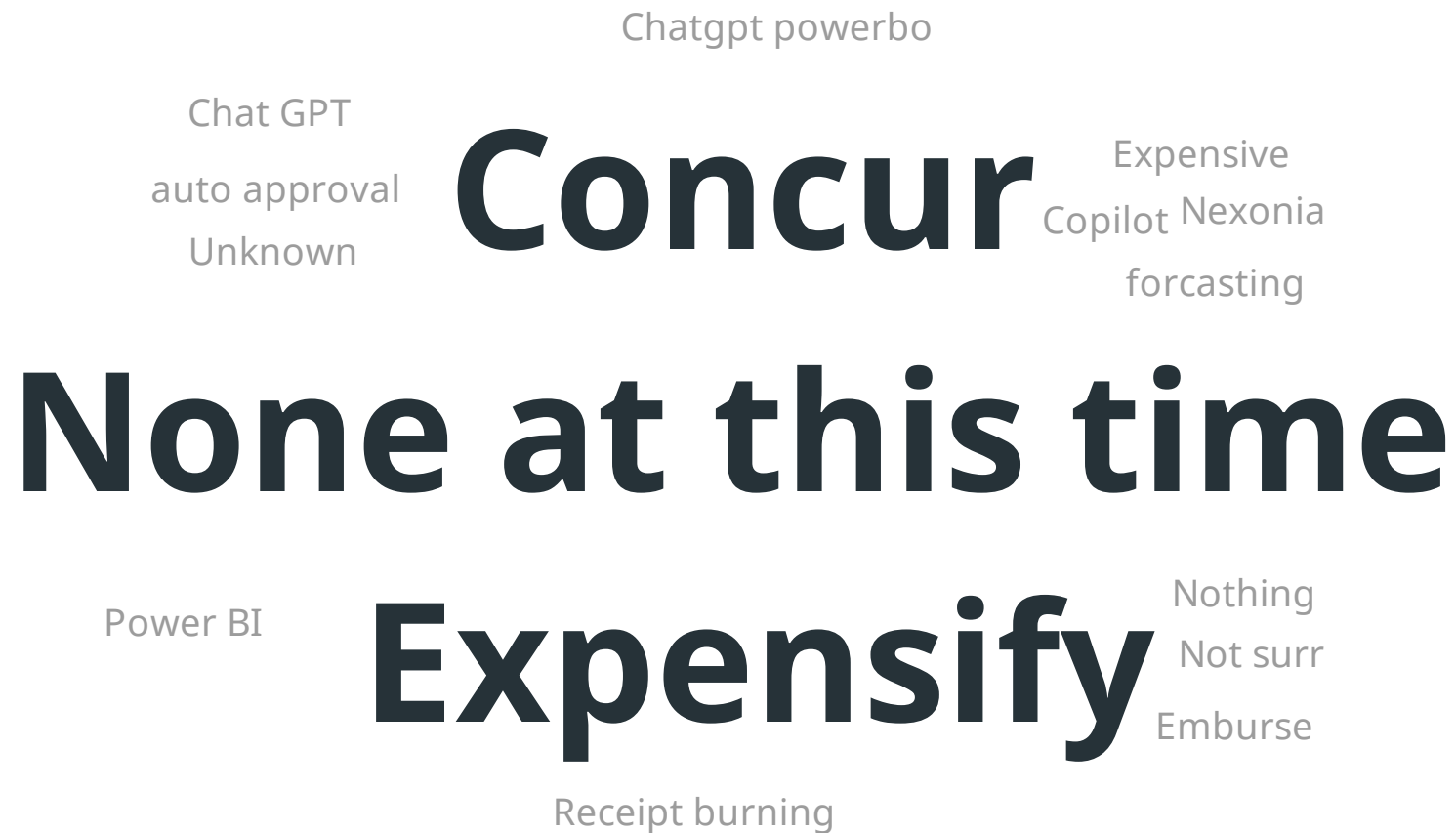
What word comes to mind when you think of AI?

051



What Finance AI tools are you using or evaluating?

027



What Cyber Security tool are you using or evaluating?

031



What HR tool are you using or evaluating?

046



What Accounting tool are you using or evaluating?

046



• **Do you believe your organization should invest more heavily in digital transformation initiatives • in the next year?**

055

Yes



93 %

no



7 %

Which area needs the most focus for talent development in your DMO?

054

Leadership skills



Technical skills



Soft skills



Industry-specific knowledge



How would you rate our organization's readiness to handle potential cybersecurity breaches?

053

Highly prepared with advanced security measures



9 %

Adequately prepared with standard security protocols



58 %

Some vulnerabilities exist that need attention



28 %

Significantly underprepared



4 %

How would you rate our organization's current digital transformation efforts?

052

Ahead of the curve



On par with industry standards



Lagging behind



Unsure



What do you believe is the biggest challenge in talent acquisition and retention?

054

Competitive compensation packages



28 %

Career development opportunities



52 %

Work-life balance



9 %

Organizational culture



6 %

Operational Efficiency



6 %

Which area of your DMO operations needs the most improvement?

053

management



6 %

Internal communication



23 %

Process automation



45 %

Risk management



9 %

Innovation and Research



17 %

Which initiative would most benefit our employees' well-being?

056

Flexible working hours



Mental health programs



Regular team-building activities



Enhanced healthcare benefits



Strategic Partnerships



How do you envision the future of work in our organization post-pandemic?

053

Fully remote

2 %

Hybrid model

91 %

Fully in-office with flexible hours

6 %

Return to traditional in-office model

2 %

**How would you describe the successful communication between different organizational functions and departments?
Operations/Finance/IT/HR**

0 4 1



How would you motivate employees resistant to changes in company procedures? Integrating AI, new policies

0 4 5



Would do you use as AI tool in your organization?

0 4 2



How has AI benefited the workflow?

037



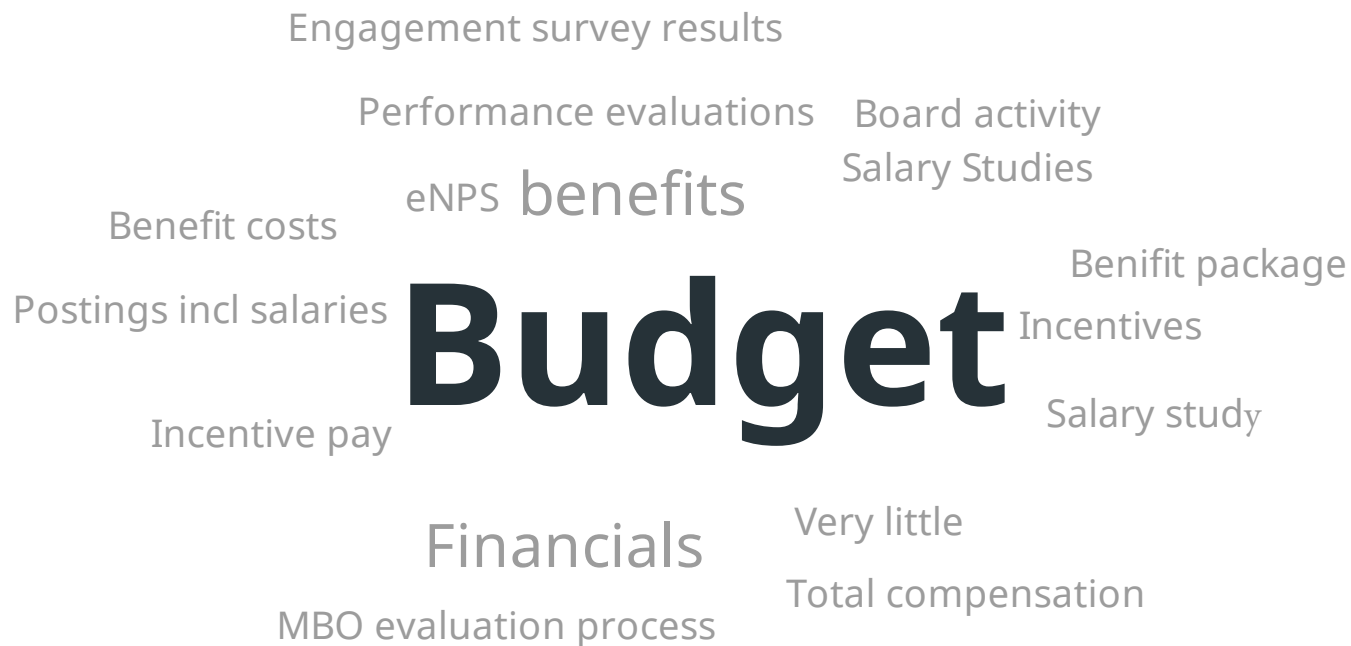
Give examples of data-driven decisions in your field - Operations/Finance/IT/HR

040



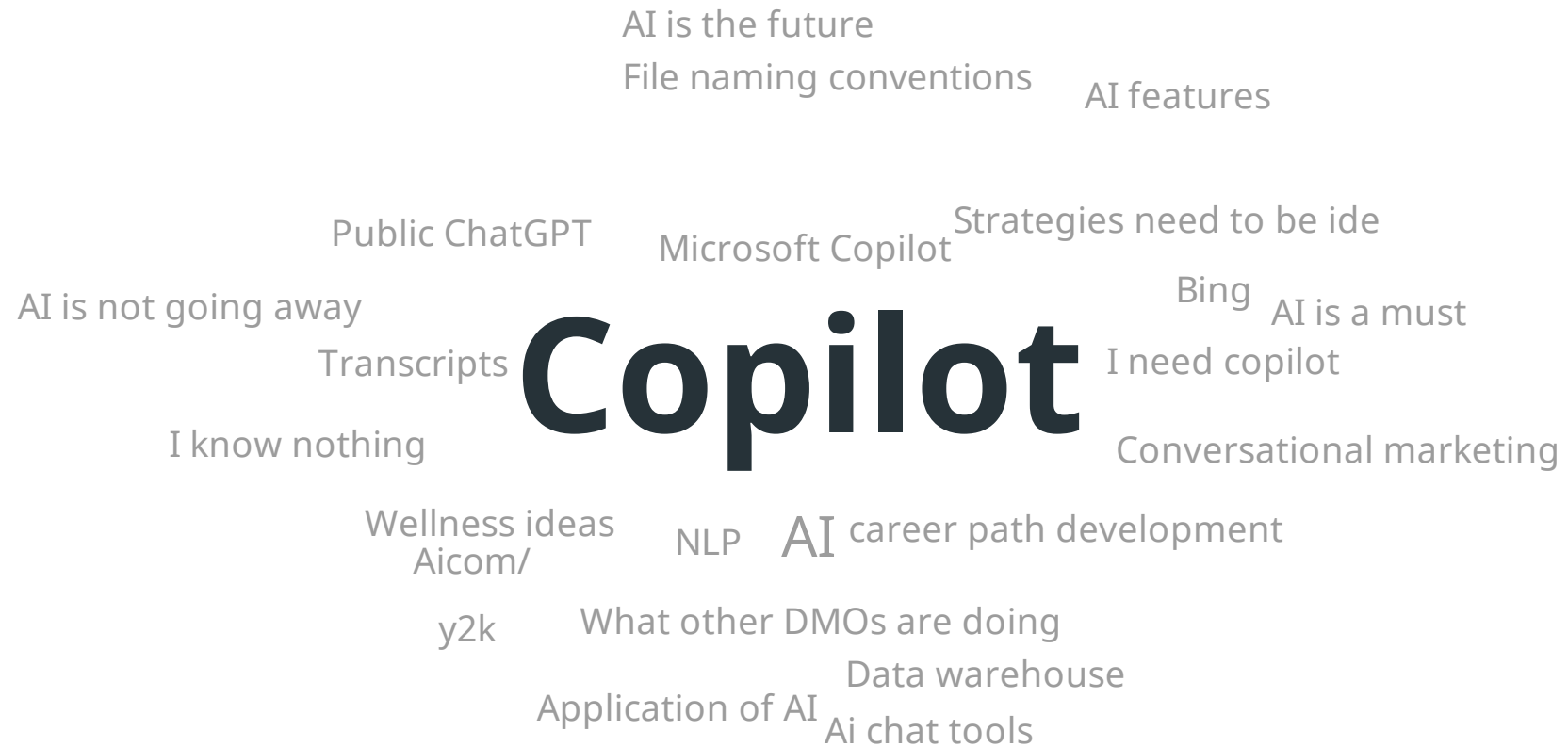
What metrics do you remain transparent with your staff and how is that received – salary, bonus, eNPS

034



What was your “Ah ha” moment over the past few days

044



After listening to all the speakers and peer discussions, how progressive do you think your organizations is?

056

Trail Blazer



Solid background



Need to get to work



Wordcloud poll

When considering talent retention, what do you offer employees that would be attractive in the job market – EAP, PTO, Vacation, Hybrid workplace

050



• **Do you have a disaster recovery plan?**

053

Yes



87 %

No



13 %

Do you have a cyber-Security plan?

046

Yes



No



Do you have an AI plan?

054

Yes



No

