

## Membership Satisfaction Survey 2018

We thank you all for sharing your thoughts on how MDBC can continue to improve. Feedback given by members on each section of the Membership Satisfaction Survey (MSS) contained both positive as well as constructive feedback.

### Key Highlights



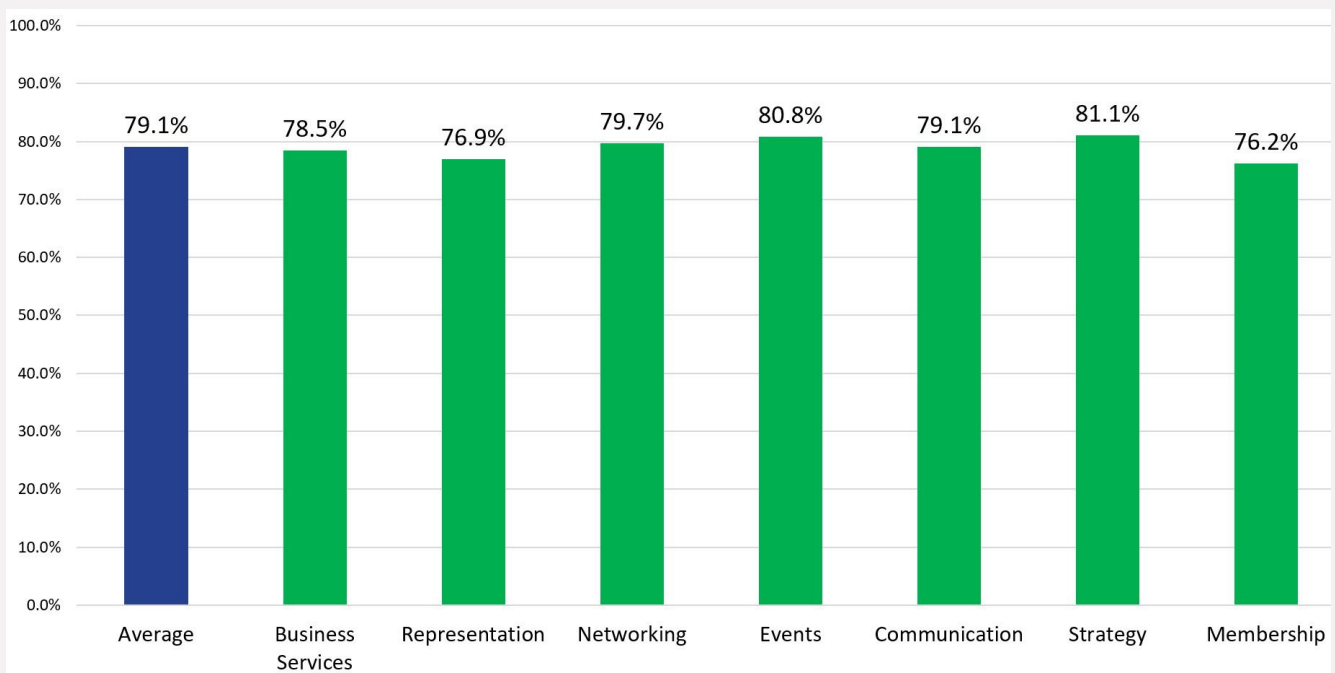
MDBC achieved an Overall Satisfaction Score of 79.1%, maintaining the high score from 2017 (79.0%).

MDBC Future strategy was rated as the best overall section with 81.1%.

Not a single question or section scored below 72%.



As a networking organisation, we are pleased that the Quality of the MDBC Network was evaluated 84.1%.



### Areas for Improvement in 2019

We took your scoring and individual comments to determine a few areas of improvement which we want to deliver to you in 2019:



Branding and exposure opportunities for your company in MDBC publications and media: we need to highlight even stronger that several options for publicity in our magazine and online media are free of charge! Share your corporate news and talk to us about getting involved in events and publicity.



Representing our members to Diplomatic and Dutch government organizations: we will try to improve this part of our network. In the meantime, it is imperative that you share your issues with us so that we can provide the right follow up for you.

Events: while MDBC offers a great variety in our annual events calendar, we need to ensure that these events are relevant to you, with a focus on industry specific and business development events.

