

# SQL Cruise May 2016 Survey Results

Compiled by Tim Ford, CEO SQL  
Cruise



# Cruise Attendee Demographics

- Age skews 30 – 59 with attendees having on average 6 years in their existing position.
- Gender findings: 20% female / 80% male.
- 75% of attendants are in Technology or Professional Services positions.
- 70% are employed by small businesses – less than 1,000 employees.
- 67% are in positions of power – Senior staff, Managers, or C-Level.
- SQL Cruise attracts primarily Database Professionals with reach to Administrators, Hardware Professionals, and Networking Specialists.
- 22% manage small businesses of < 500 employees.



# Purchasing Power / Experience with SQL Cruise Sponsors

- 75% have at least a moderate say in purchasing decisions in their company.
- When asked if they took advantage of learning about sponsor products & services aboard SQL Cruise 77% stated yes.
- Additionally, 65% identified as either making purchases based upon their SQL Cruise experience with sponsors or were in the process of evaluation.



# Technical Leader Feedback

Upper Tier Sponsors have a benefit of sending representatives as Sales Staff or Technical Leads to present sessions over the week – including product-related content. When previous Technical Leads were surveyed the results were overwhelmingly positive:

- 100% stated they received value personally for attending as a Technical Leader.
- 100% stated their company benefited from their attendance as a Technical Leader.
- Equally distributed at 80% of responses were the following benefits:
  - Ability to spend full week with attendees.
  - Ability to dive deep into topics while in – and out – of scheduled class time.
  - Office Hours, dedicated to solving attendees' specific issues or questions out of class time.
  - Networking



# SQL Cruise Benefits

The majority of Attendees cite the ability to have full access to Technical Leads over the course of the week one of the largest benefits of SQL Cruise. This benefits sponsors who provide support at levels that allow them the right to send staff for interaction for the week; building relationships and diving deep into their company offerings.

Respondents state other technical training events lack:

- Accessibility to trainers: 81%
- Go deep and discuss *my* issues: 77%
- Include friends and family in course of training over the week: 36%
- Feeling of involvement in their training: 36%

SQL Cruise offers all of those things – matter of fact it's the foundation our events are based upon.



# What Technologies are of Interest for Future Events

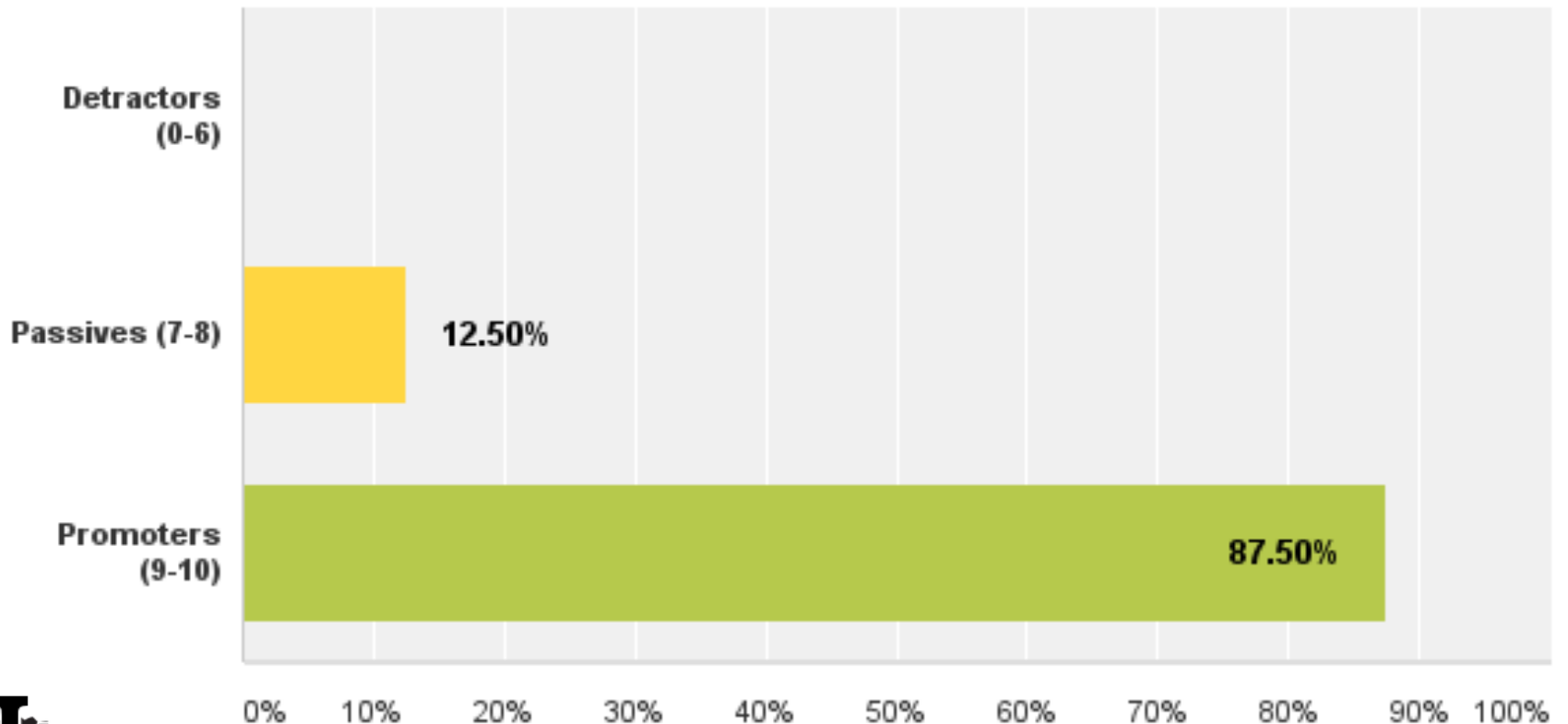
Many of our attendees return. Those who have previously attended are interested most in learning about the following technologies:

- SQL Server 2016: 79%
- Overall Microsoft Data Platform Ecosystem: 63%
- Professional Development Topics: 63%
- Microsoft Azure Suite: 50%
- Business Intelligence: 50%
- Existing SQL Server versions: 46%
- Power BI: 42%
- Sponsor & Vendor Tools: 38%
- Storage Topics: 33%
- Microsoft Licensing: 22%



# Overall Approval Rating for SQL Cruise Events

SQL Cruise has an excellent Net Promoter Score of 87%



# SQL Cruise Sponsorship Benefits

SQL Cruise is truly a one-of-a-kind training experience and has unique sponsorship opportunities:

- Sponsors' representatives / Technical Leaders have ability to be “embedded” in our private mail list for the Attendees, Technical Leaders, and Staff specific to the event for the months leading up to the event as well as for the lifetime of SQL Cruise after the event.
- Sponsor representatives have ability to forge relationships leading up to the event as well as through the course of the event week and subsequently once the event completes.
- Sponsors have unique ability to help shape the content for the week if sponsoring at the highest level as well as providing sessions focused on their products and services over the week in and out of scheduled class time.





# SQL Cruise Sponsorship Benefits

## Continued

SQL Cruise is truly a one-of-a-kind training experience and has unique sponsorship opportunities:

- We will be offering a series of “speed dating” events with our sponsors over the week in the 2017 events based upon suggestions from previous attendees.
- Sponsors are prominently identified with a unique event that has a great deal of visibility by non-attendees in the Microsoft Data Platform communities.
- Previous sponsors have identified and hired evangelists and technical staff based upon their experiences with Attendees and Technical Leaders. These are difficult positions to fill with competent and engaged staff.

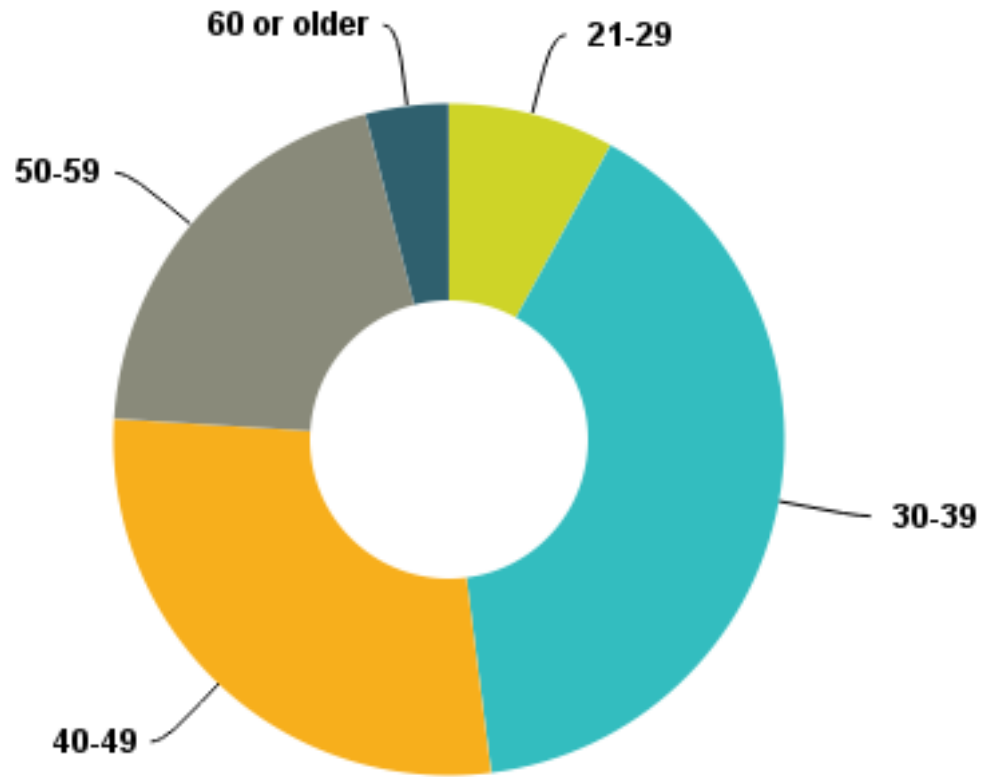


# Appendix



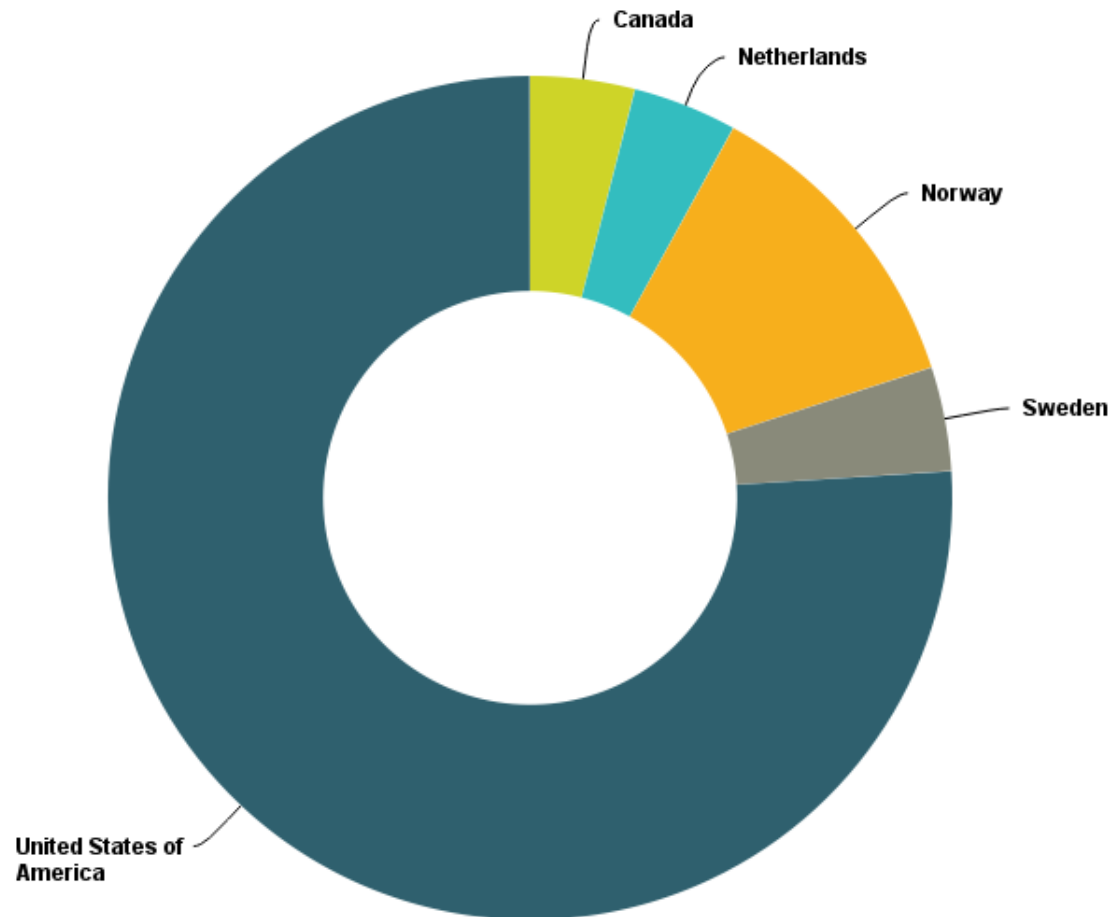
# Cruise Attendee Demographics

## Age



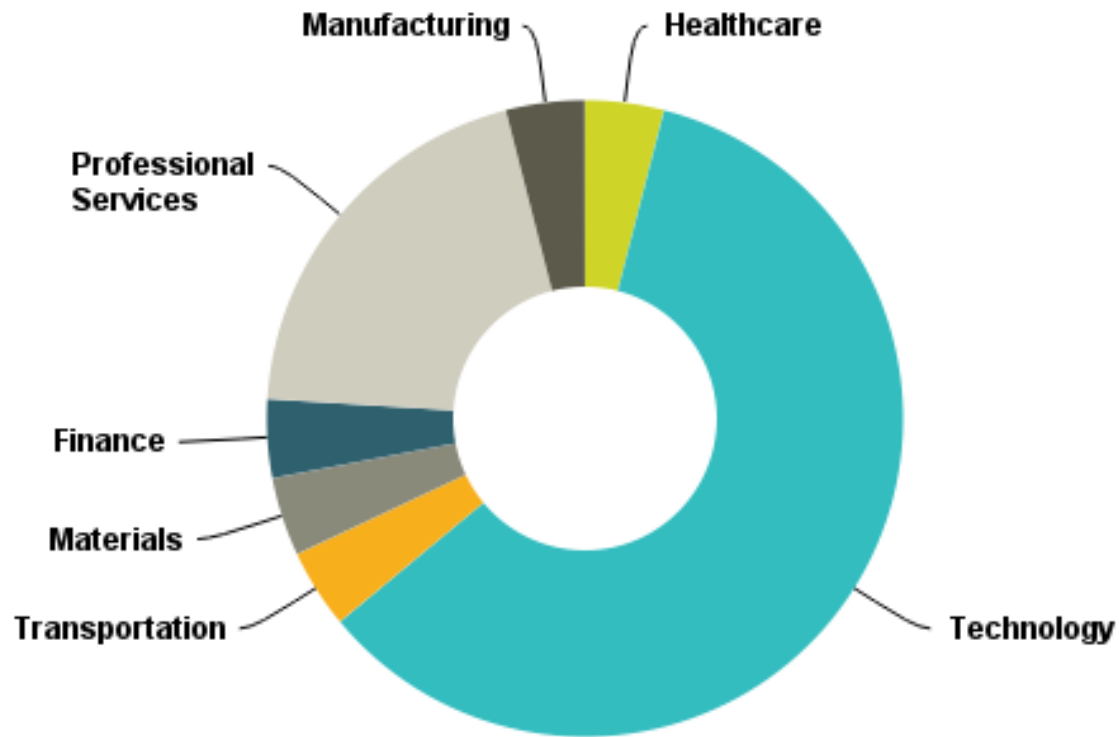
# Cruise Attendee Demographics

## Country of Origin



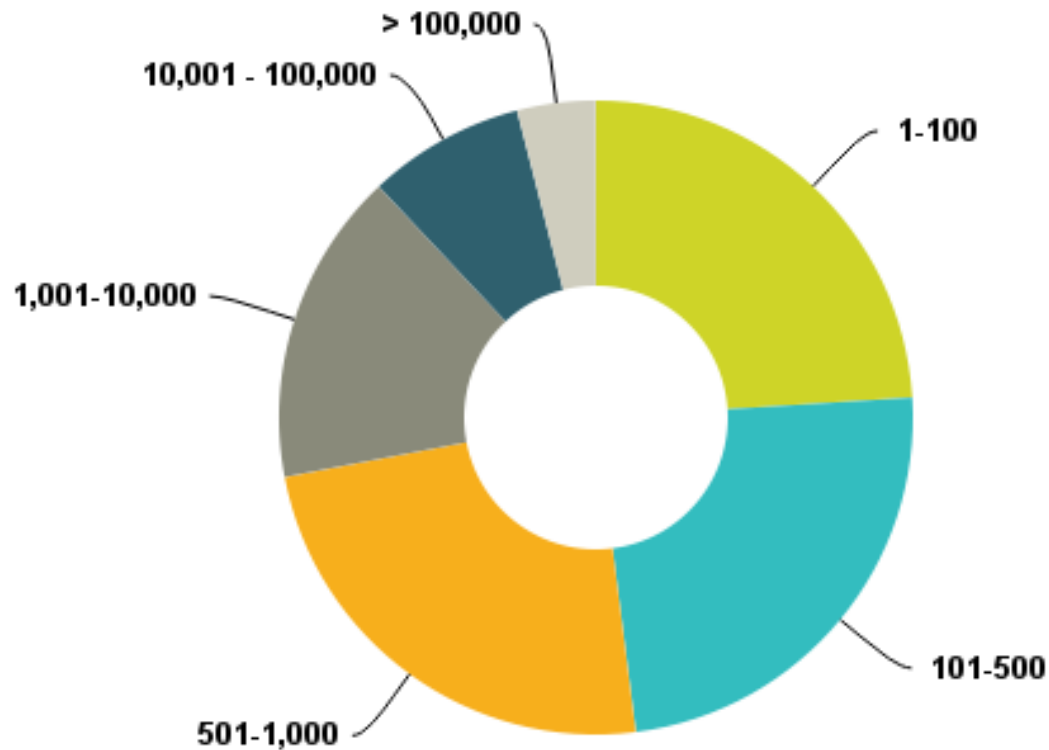
# Cruise Attendee Demographics

## Industry



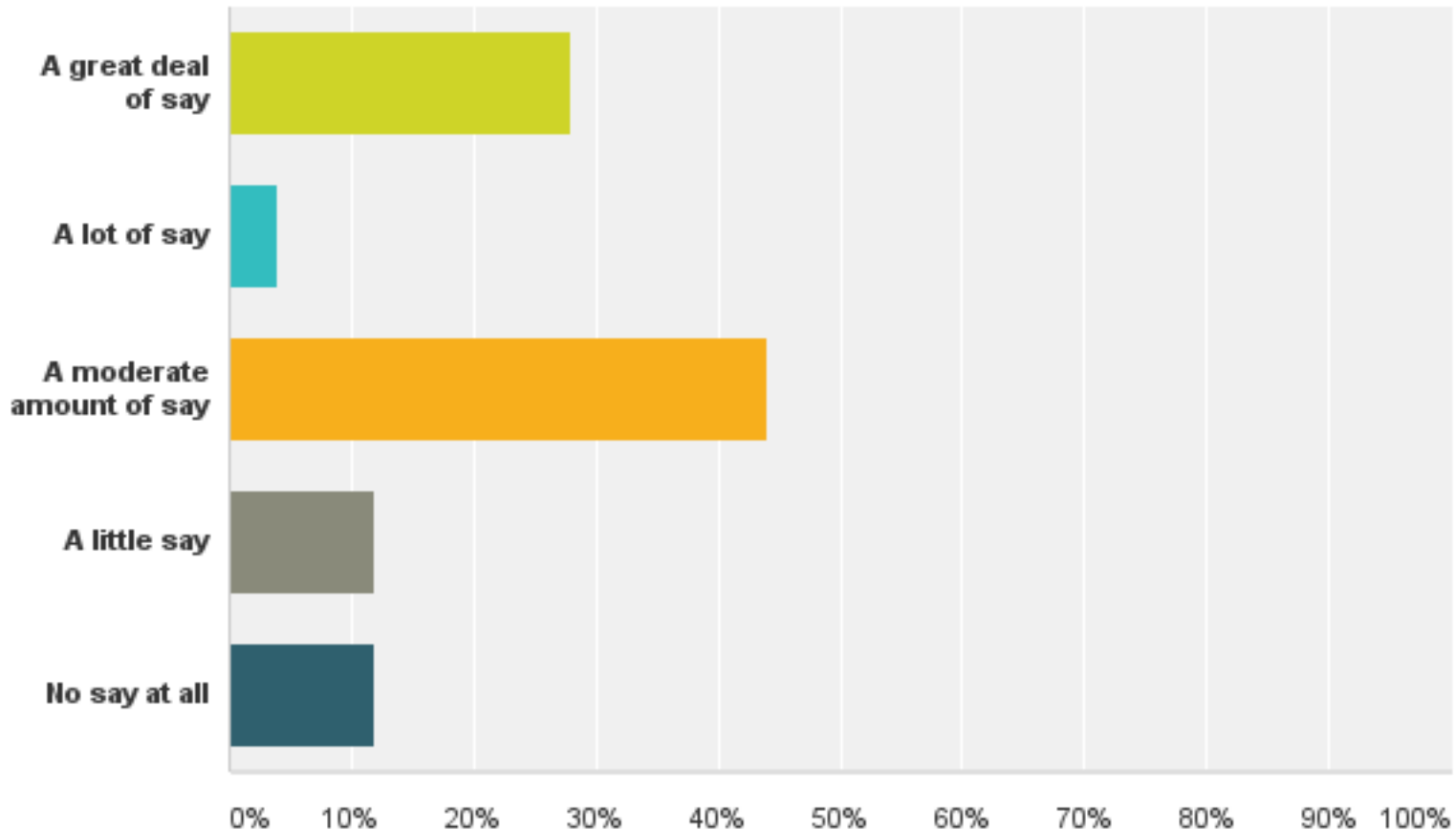
# Cruise Attendee Demographics

## Organization Size



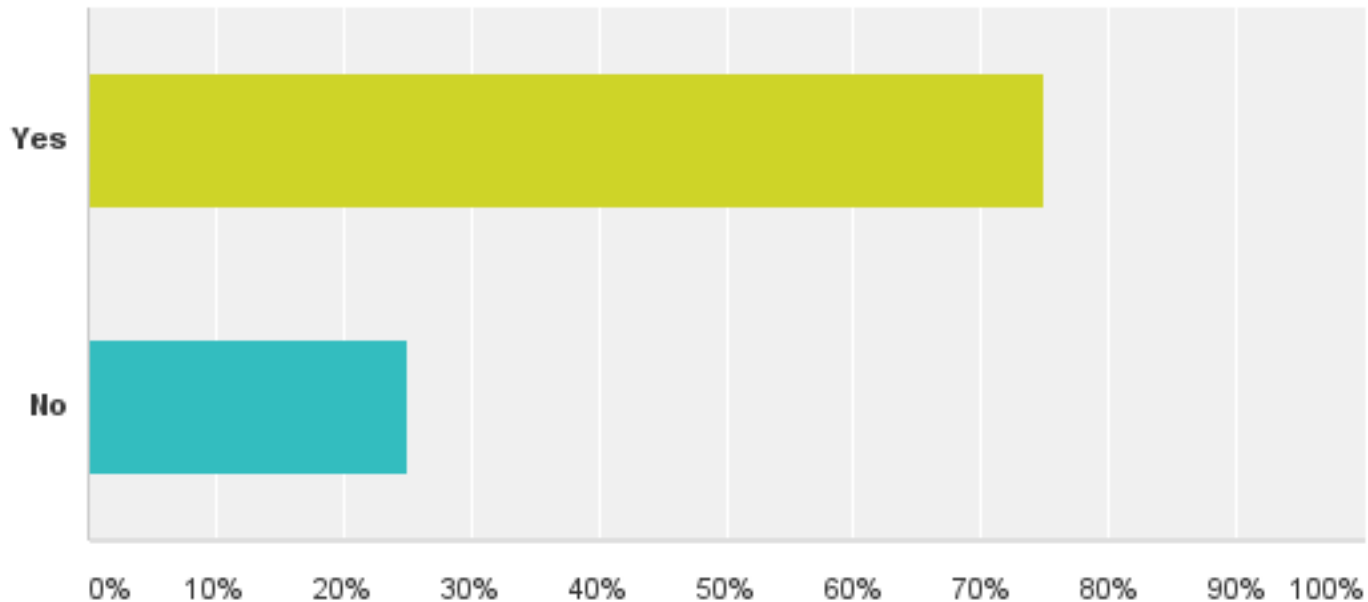
# Cruise Attendee Survey Results

How much say do you have in purchasing decisions?



# Cruise Attendee Survey Results

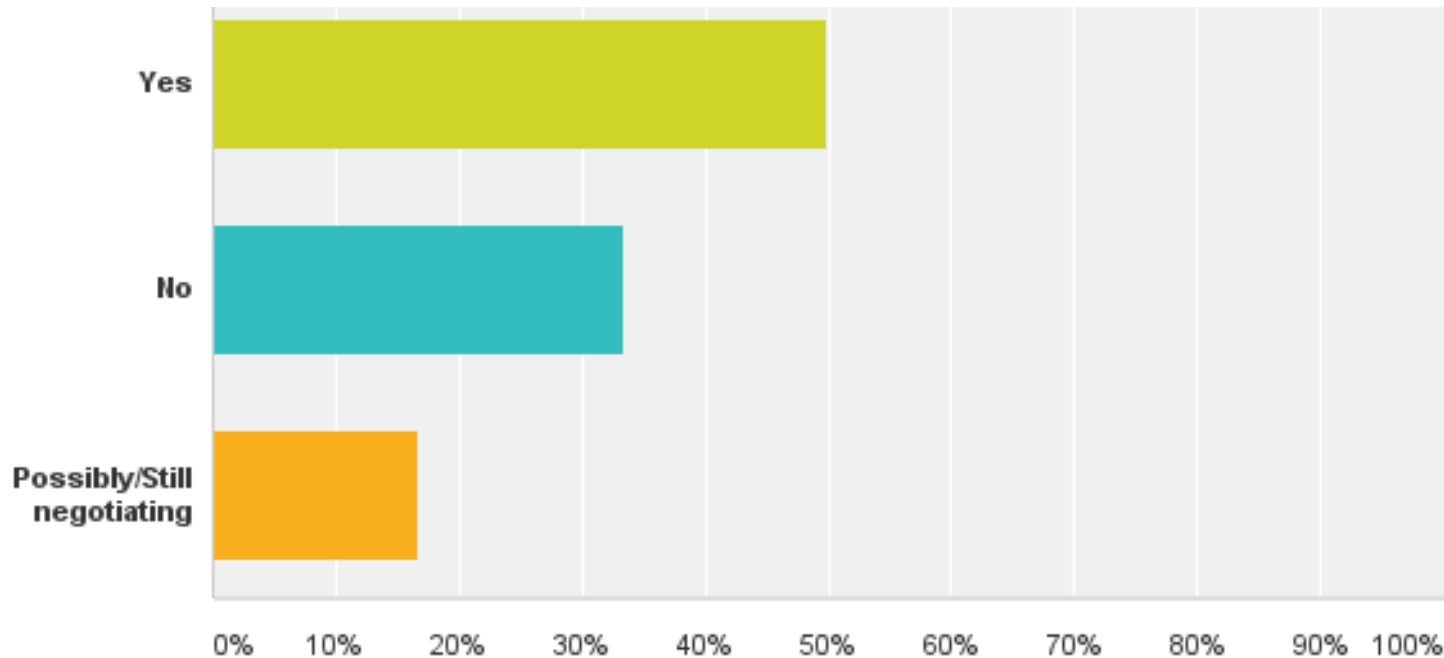
**Did you take advantage of learning more about sponsor products/ services because of your exposure to them on SQL Cruise?**





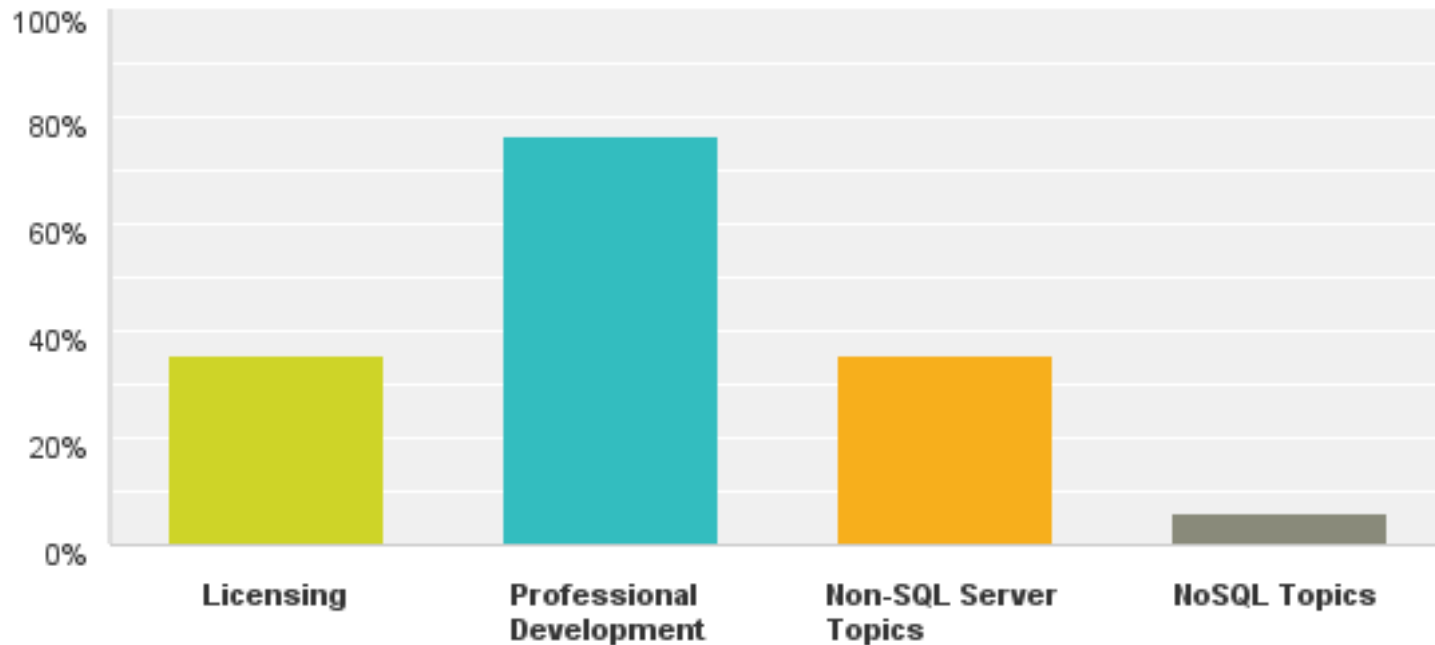
# Cruise Attendee Survey Results

Have you made purchasing decisions / recommendations based upon your SQL Cruise experience?



# Cruise Attendee Survey Results

What topics do you feel are missing from other technical training events?



# Cruise Attendee Survey Results

What features do you feel are missing from other technical training events?

