



Washington, D.C. | 5 – 7 April 2009

The ACTE Global Education Conference in Washington, D.C. was a success, in spite of unparalleled challenges related to the global economic recession and widespread corporate travel restrictions. Below is the post conference results based on an online evaluation process. Feedback was provided by 224 attendees, including 90 corporate buyers, who completed the comprehensive evaluation—a record-breaking 35% response rate. As reflected in the responses:

- **95% of Buyers rated their experience Good or Excellent.**
- **96.67% of Buyers responded Yes** (93.9% in 2008) to the question as to whether the ACTE Global Education Conference was worth your time and expense to attend

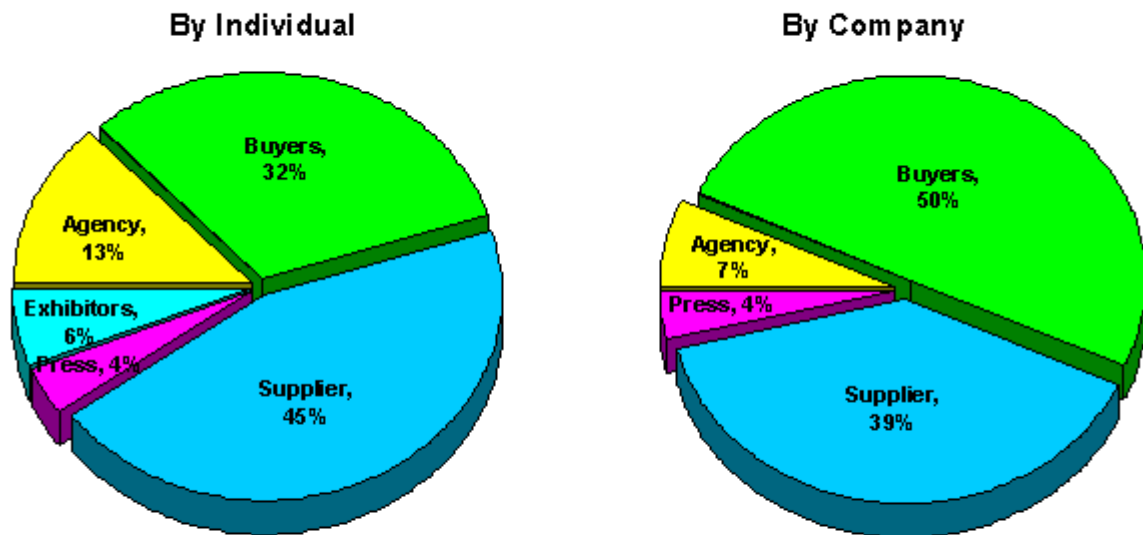
Below are the corporate buyer companies that attended the 2009 ACTE Global Education Conference in Washington DC:

A.T. Kearney, Inc., Accenture, Allergan, American Red Cross, Aramco Services Company, Autodesk, Inc., BAE systems, Inc., BE Aerospace, Inc., BearingPoint, Inc., Bechtel Corporation, BHP Billiton Marketing Asia Pte Ltd, Blackboard, Inc., BlackRock, Booz Allen Hamilton, BP America, Inc., CBC/Radio-Canada, Cirque Du Soleil, Cisco Systems, Inc., Cox Enterprises, Inc., Credit Suisse, Dairyland Power Cooperative, Deere & Company, Deloitte Services, LP, Department of the Navy, Deutsche Bank, Dominion, Eastman Kodak Company, Eli Lilly and Company, EnCana Corporation, Ericsson South Africa, ExxonMobil Corporation, Fannie Mae, Federal Reserve Bank of New York, Fiserv, FM Global, General Dynamics, Georgia-Pacific LLC, globalistaz.com, Government of Canada, Grant Thornton LLP, Health Canada, Home Box Office, HSBC, Humana Inc., IBM, IKEA Indirect Material & Services AB, Ingersoll Rand Enterprise Services, Ingram Micro, Inkandescent PR, Intel Corporation, International Monetary Fund, JCPenney Company, JPMorgan Chase & Co., Keller Services, KPMG LLP, Kroger Company, Lockheed Martin Corporation, L'Oreal Brasil Cosméticos Ltda., Marsh & McLennan Companies, Inc., Merck & Co., Inc., Microsoft, Moog Incorporated, Novo Nordisk A/S, Office of the State Department, Oracle Corporation, Patterson Photography, Pepsico Do Brasil, Pfizer, Pilkington, Polaris Project, PricewaterhouseCoopers, Reed Elsevier Inc., Sanmina-SCI, Sapien, Sargento Foods, Inc., Schering-Plough, Shell Oil Company, Siemens AG, GSS PML, Sodexo, Stryker Corporation, SunTrust Banks, Inc., Talley Management Group, Inc., The Coca-Cola Company, The College Board, The McGraw-Hill Companies, The MITRE Corporation, The World Bank Group, Thomson, Inc., Travel Management Group, United Technologies Corporation, US Foodservice, Volkswagen Group of America, Wal-Mart Stores, Inc., World Bank, Worldwide Responsible Accredited Production, Wyeth, Xerox Comercio E Industria Ltda.

Two key words guided the development and execution of this year's conference: **innovation** and **interaction**. Members of the ACTE Education team and conference steering committee collaborated to develop innovative content and creative session formats to encourage audience interaction and participatory learning. These distinctions include:

- Thought-provoking keynote speakers specifically recruited for their out-of-the-box approaches and collegial/interactive styles
- 'Innovator' sessions (i.e., Six Sigma for Travel Management & Social Media Tools for Travel Managers)
- 'PowerPoint Free Zone' – ACTE's first 'unconferenced' session
- 30/30 formats with 30-minutes of Q&A in each breakout session
- Seating arrangements and production staging that encouraged interaction
- Alternative communication channels using social media, i.e., [Facebook](#), [LinkedIn](#) & [Twitter](#)

## Attendee Breakdown by Constituency

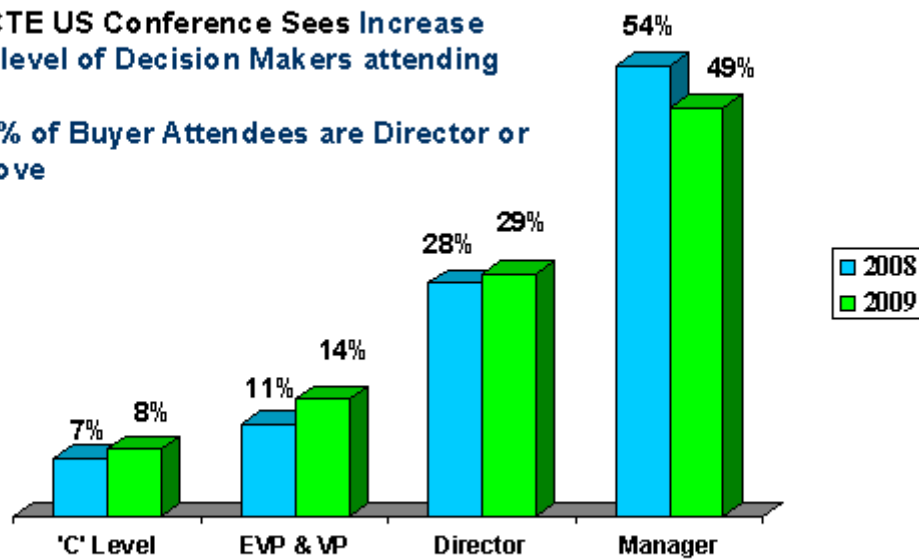


*25 Countries Represented*

## Corporate Buyer Attendees By Title

- ACTE US Conference Sees Increase in level of Decision Makers attending

- 51% of Buyer Attendees are Director or above



## Attendee Feedback

- Overall experience at the ACTE Global Education Conference: **95% of Buyers rated their experience Good or Excellent**
- Primary reason for attending the ACTE Global Education Conference: **77.1% of Buyers stated Education was their primary reason**
- Overall, TransACTE was rated: **Good or Excellent by 65% of all attendee segments**
- How well ACTE achieved the following objectives:
  - o New speakers, fresh perspectives: **82% of Buyers agreed the objective had been achieved Very well or Extremely well**
  - o Emphasis on corporate best practices: **77% of Buyers agreed the objective had been achieved Very well or Extremely well**
  - o Presenter interaction with the audience: **79% of Buyers agreed the objective had been achieved Very well or Extremely well**
- Was the ACTE Global Education Conference worth your time and expense to attend?  
**96.67% of Buyers responded Yes** (93.9% last year)