

ECCT's Members' Survey 2018 Summary of Findings



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Introduction & Summary

Introduction

- The 2018 ECCT Members' Survey was conducted during November 2018-January 2019.
- The survey was conducted online, with invitations emailed to all paid-up members of the Chamber.
- A total of 118 members responded, the highest participation since the survey was initiated in 2007.
- The questionnaire format and content mirrored that of 2017, which was the first time a “mobile first” design was employed, to allow members to participate easily via any form of connected device – smartphone or tablet, as well as PC.
- This reformatting has significantly reduced the amount of time members need to complete the survey, with 76% of participants finishing the survey in 10 minutes or less.
- Despite the extensive changes to the design, the survey trends are encouragingly consistent over time, allowing for clear identification of changes in members' opinions and highlighting of areas where action should be taken to improve the Chamber's performance.

Principal findings

- This is another strong set of results, indicating widespread approval of the Chamber's activities and programme. The overall level of satisfaction with the Chamber is very high, with 82% agreeing that the ECCT meets their expectations, the same as in 2017. Members are also largely convinced that the ECCT's range of events offer them full value for money.
- In the critical area of relations with the Taiwan government and the effectiveness of the ECCT's advocacy on behalf of members, most expressed a high degree of satisfaction with the Chamber's performance, very much in line with previous years.
- The industry committees, the foundation of the ECCT's day-to-day work, are thought to be well run and effective and the annual Position Papers come in for considerable praise.
- With a large membership base, a planned, integrated and well structured communications programme is vital to keep everyone properly informed and most members feel the Chamber is doing well in this regard.
- The ECCT also communicates extensively beyond its members through a wide range of media. However, many members are not exposed to this, since the majority of the coverage is in Chinese language channels. Hence a large proportion of survey participants were not able to offer any opinion about the Chamber's external communications.

Principal findings

- The ECCT is increasingly adapting its communications to the evolving digital environment and, in 2018, completely revamped its “shop window”, the ECCT website. The overhaul seems to have been a good move, as the survey shows a big increase in positive ratings for the website.
- Conversely, migration of the Membership Directory to a purely online version ran into some difficulties last year and members will be looking for that to be fully resolved in 2019.
- The next possible step in the transformation will be to publish Euroview online, abandoning the printed magazine. The idea of such a move was widely supported in the survey.
- The established digital communications vehicles continue to find favour with members, although Monday’s “Morning Call” is less popular than in the past. The reason for this is not clear, but it will merit examination, to ensure that every avenue of communication remains relevant.
- The wide range of events held throughout the year – regular lunches, premium events, social get-togethers and annual highlights such as the Europe Day dinner, the 30th anniversary Gala Ball etc. – attracted good levels of attendance and were well liked.

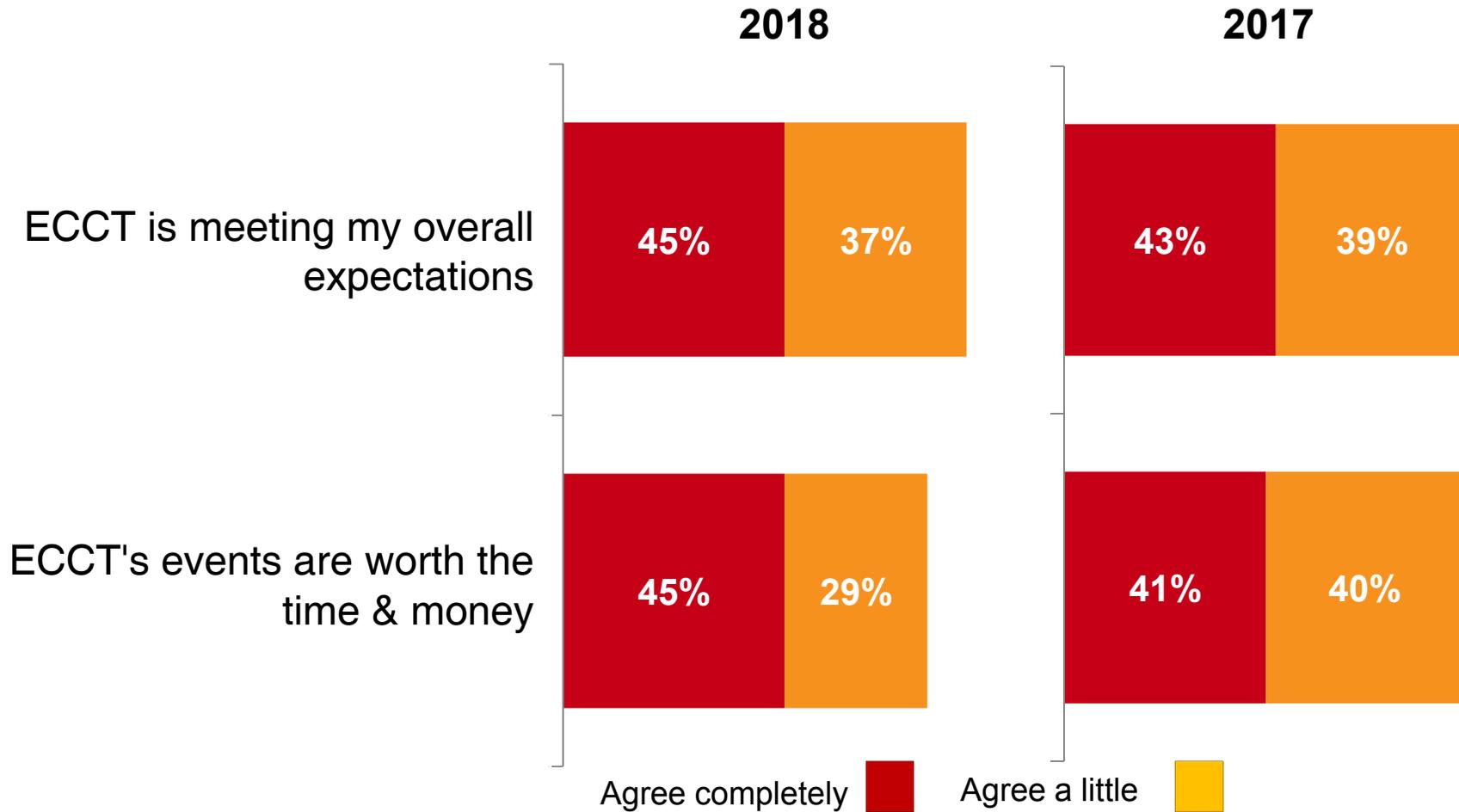
Principal findings

- It is worthy of note, though, that the positive ratings for LCI events have dropped by 9 points. 76% approval remains very high, of course, but it may be that the recent changes in government policy have created some frustration among companies involved in this sector, leading some members to be more cautious in their assessment of the LCI.
- Overall, ECCT members feel that the Chamber is being just as effective as in previous years:
 - It is focusing on relevant issues, as identified by members and it has a good level of influence with the Taiwan government.
 - It plays an important role in the foreign community.
 - And it is making a significant contribution to society as a whole, both in helping promote corporate social responsibility and via programmes such as the LCI.
 - The Chamber offers a good blend of business related and social events.
 - It is professionally run by the secretariat and managed by the Board of Directors.

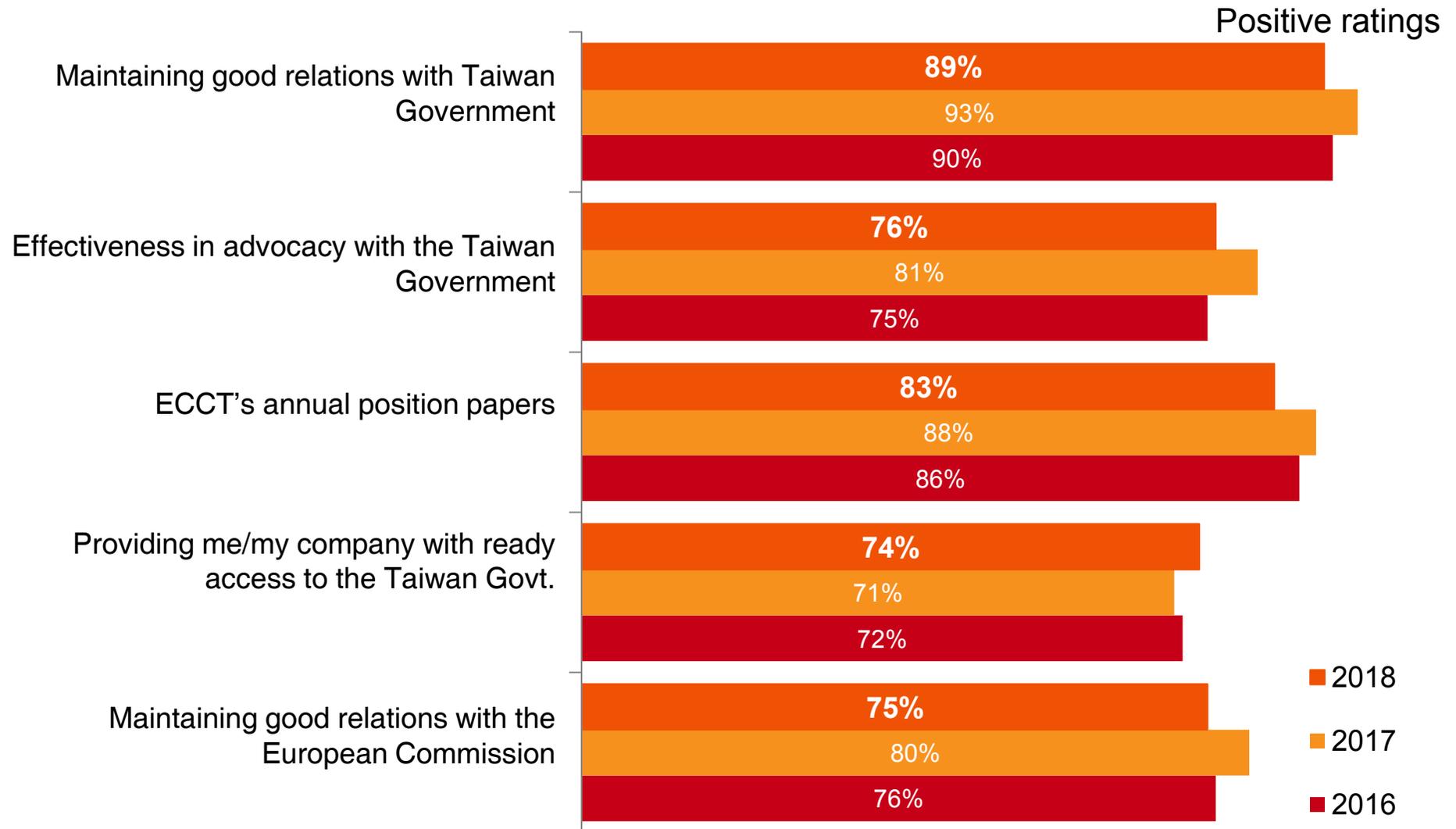
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General Findings

General opinions about the ECCT



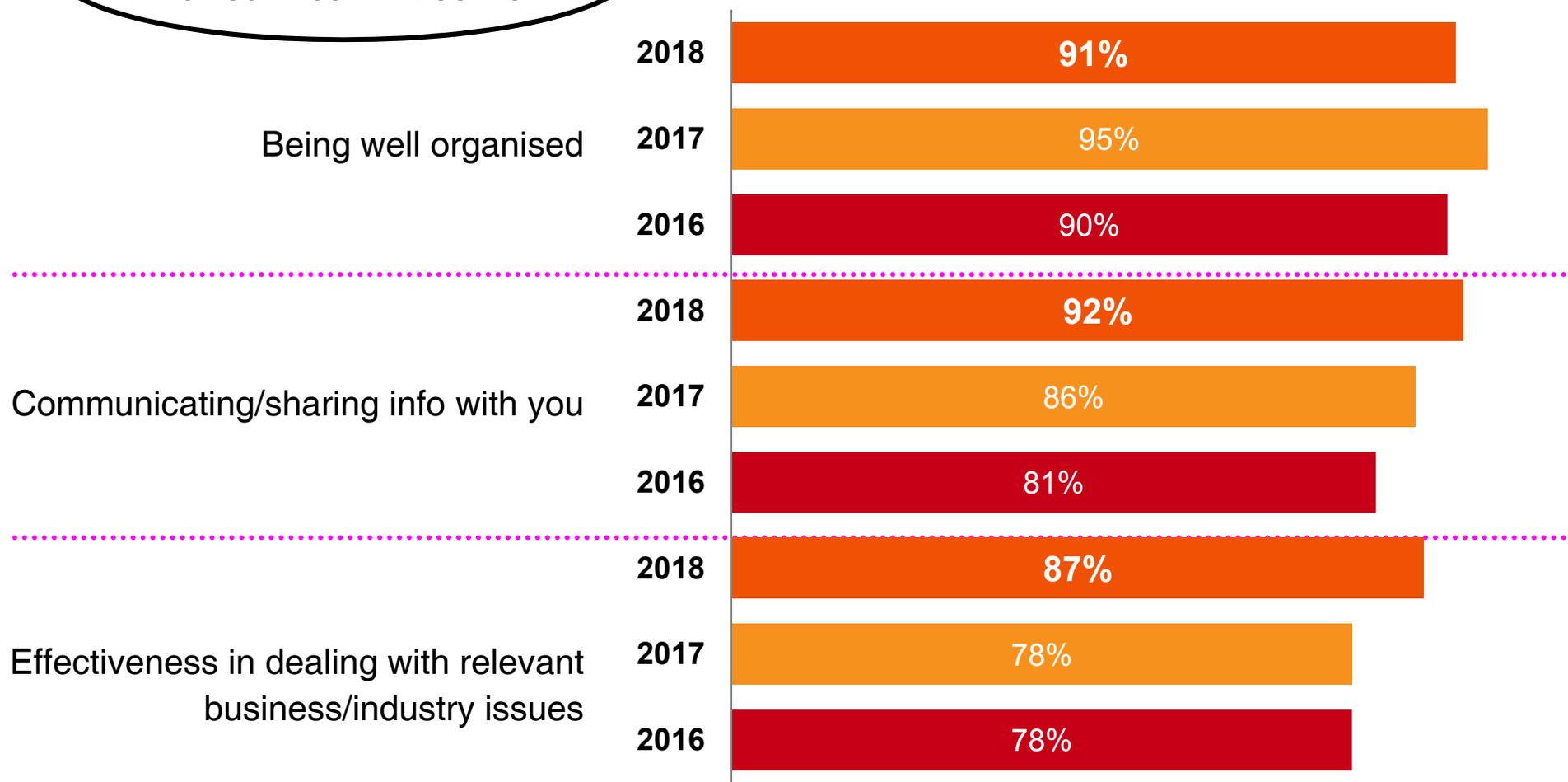
Rating of the ECCT's government relations activities



Rating of ECCT's committees

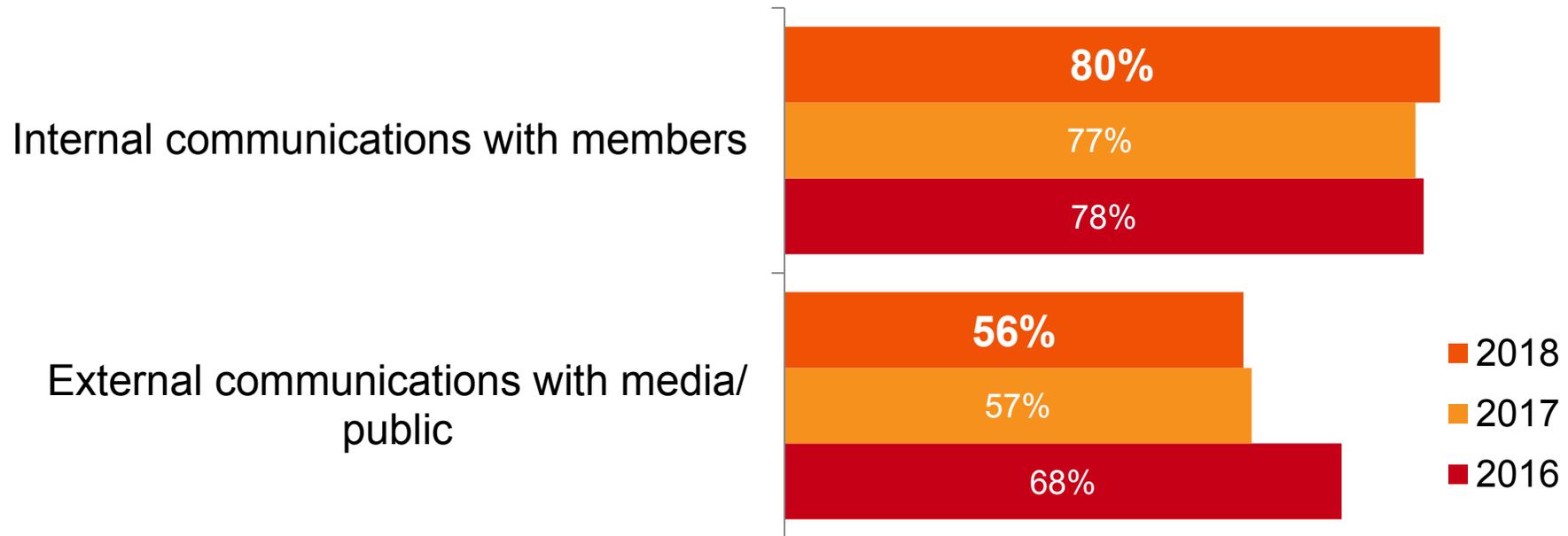
55% of members are actively involved in committee work

Positive ratings

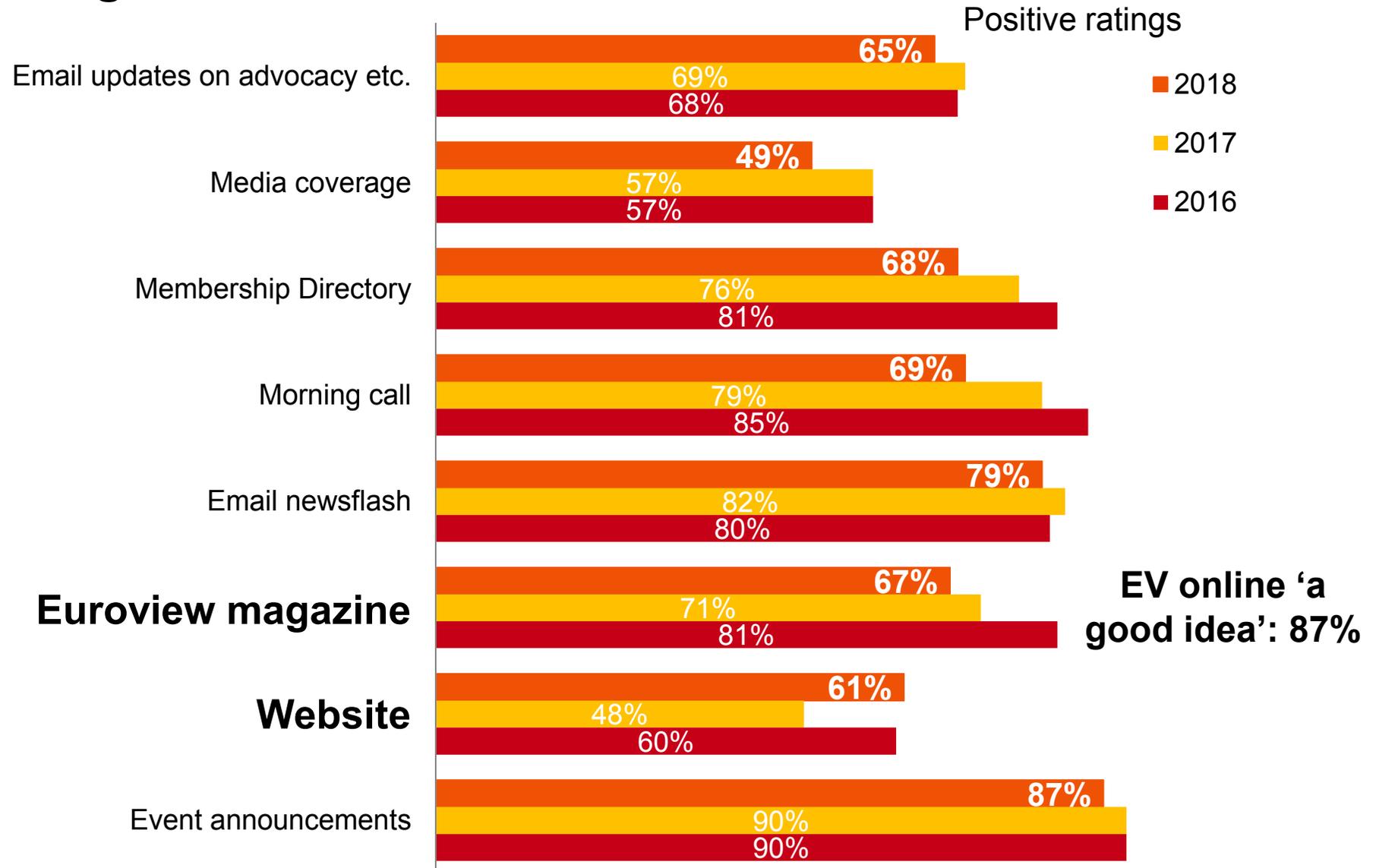


Rating of the ECCT communications programme

2018 vs. earlier years (positive ratings)

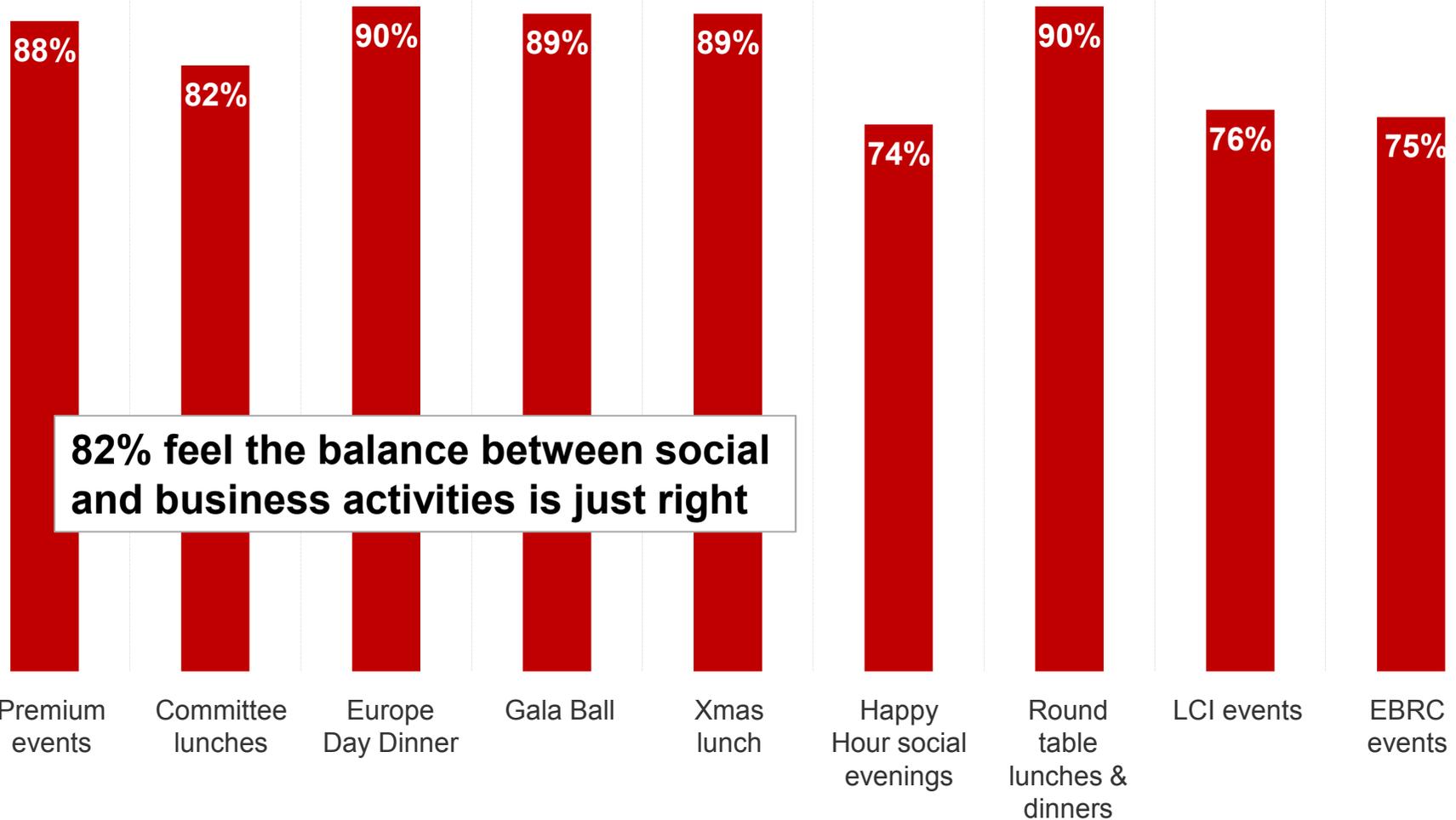


Rating of different communications vehicles

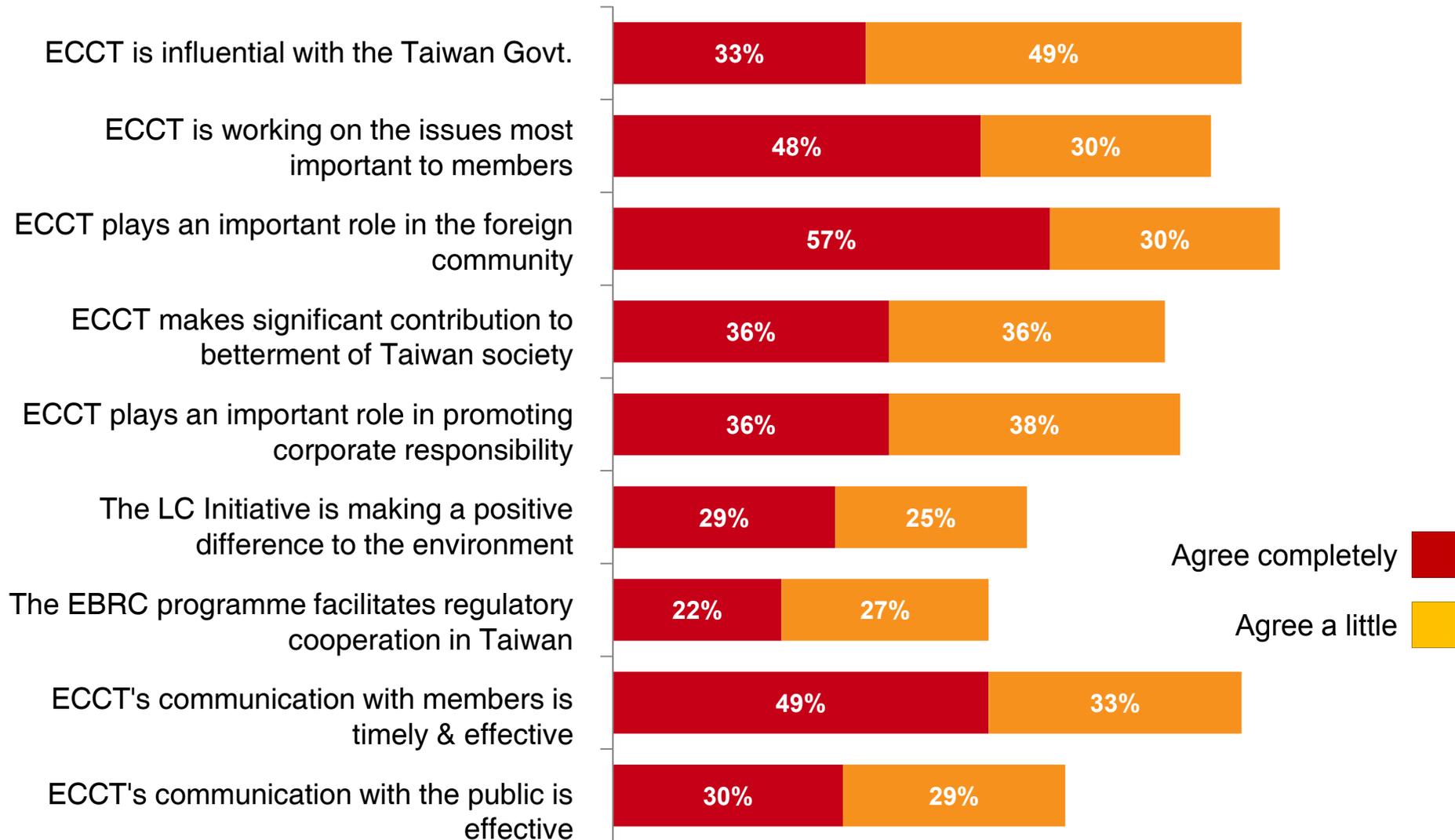


Rating of the ECCT's events in 2018

Rated as good/very good

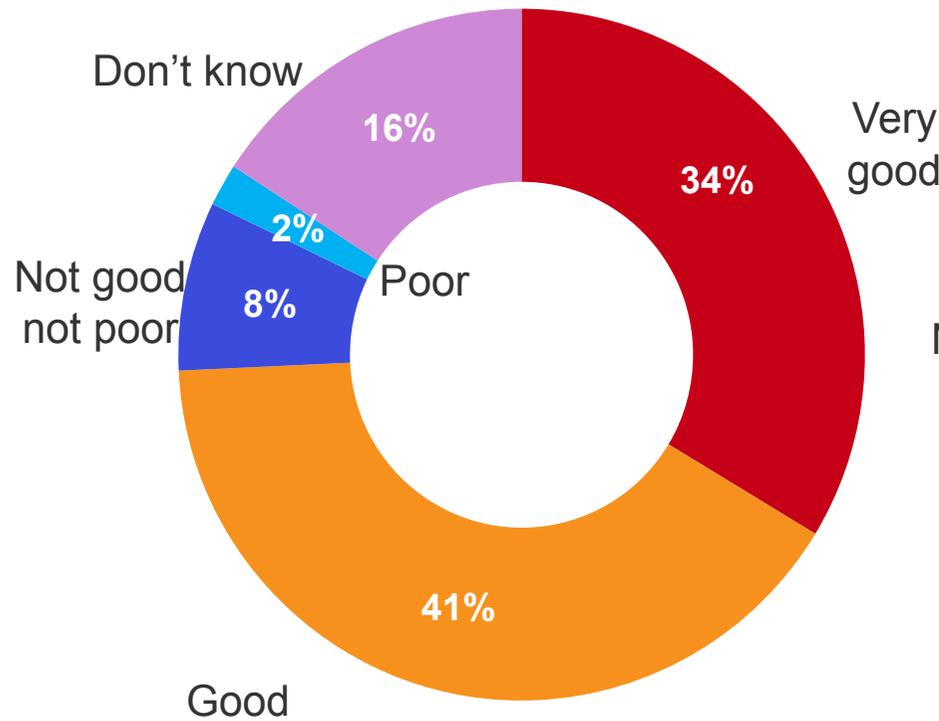


General opinions about the ECCT in 2018

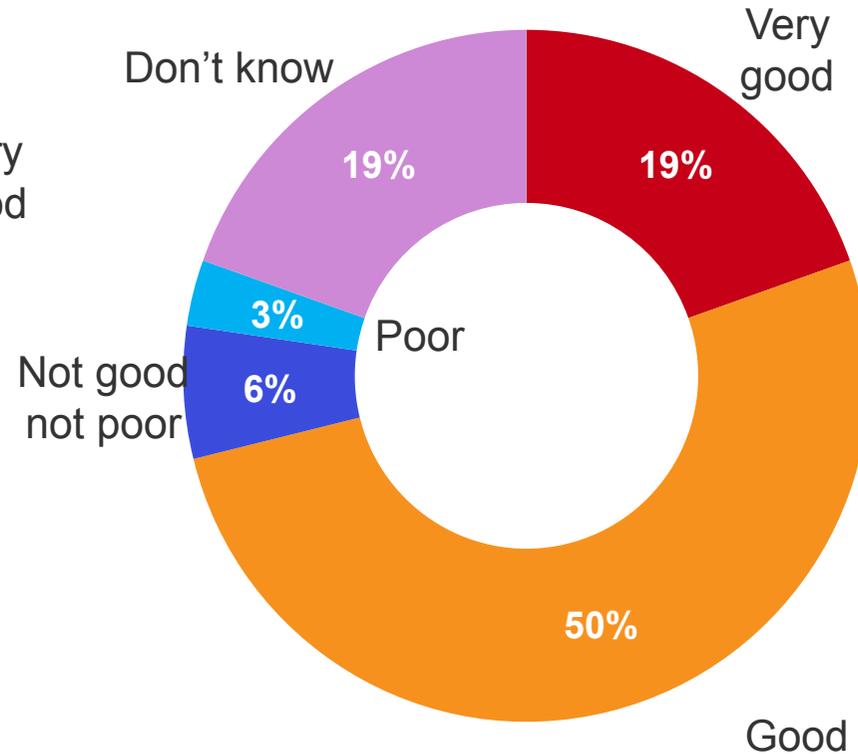


The performance of the ECCT executive in 2018

The Secretariat



The Board



Thank you