



**Final Results of the
17th National Symposium
January 2005**

and

18th Symposium Preview

Symposium Committee

Report to the Board of Directors

10 January 2006



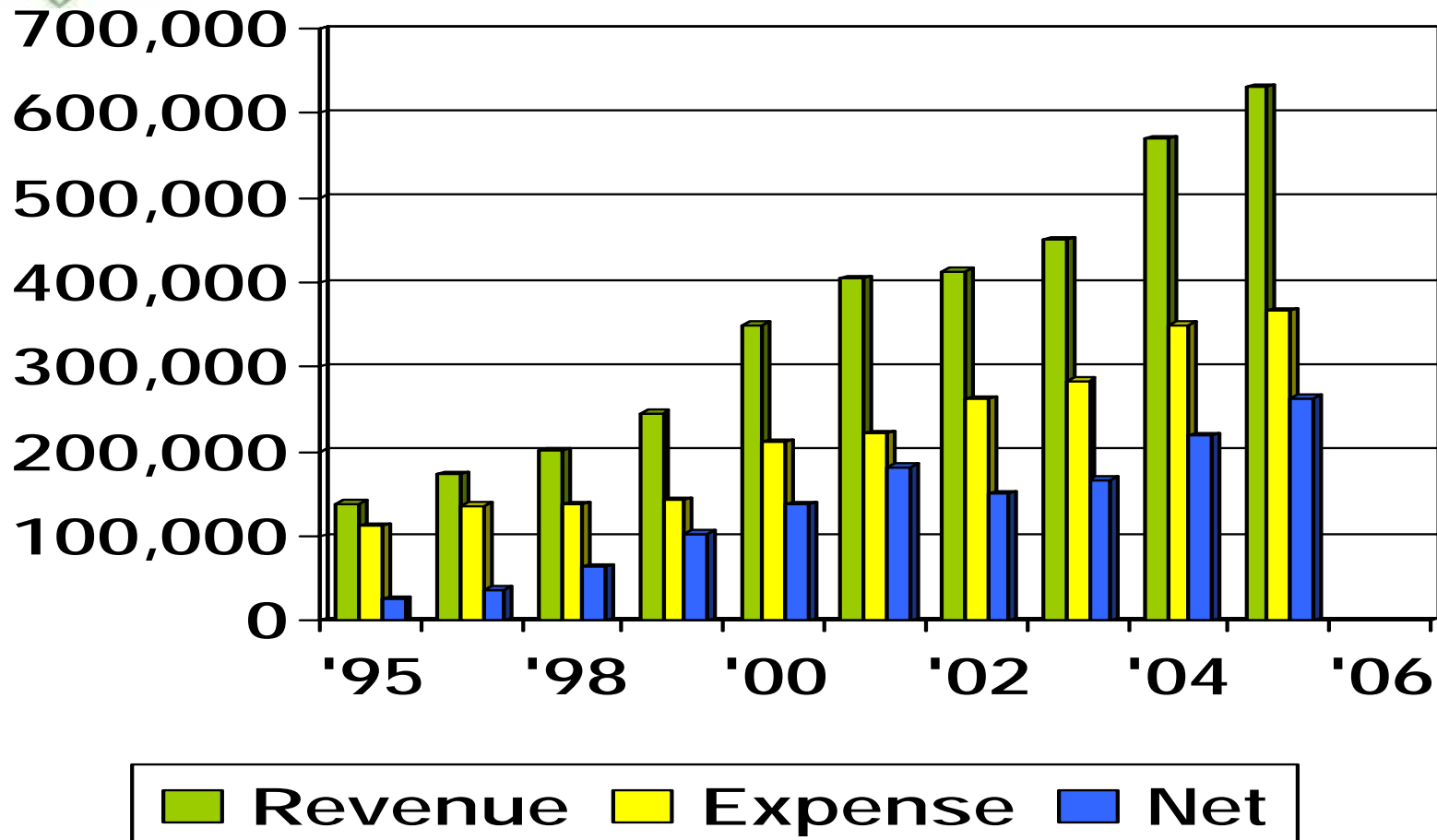
Symposium Results

Measures of success:	'01	'02	'03	'04	'05
- Banquet attendance	800	765	750	830	860
- Corporate Banquet tables	62	61	65	69	66
- Awards Luncheon:	180	170	185	166	185
- International Navy Luncheon	200	190	200	231	225
- JO Luncheon	96	110	85	86	138
- Ret Flag Brief	100	109	85	54	80
- Ret 05-06 Brief	160	162	173	180	199
- Heritage Lecture				166	246
- Total Registrations: Seminar	902	945	950	989	1094
• Active Duty Registration	404	425	416	455	475
Exhibit Only Registration				*542	>*500

*---Not included in the seminar registration number

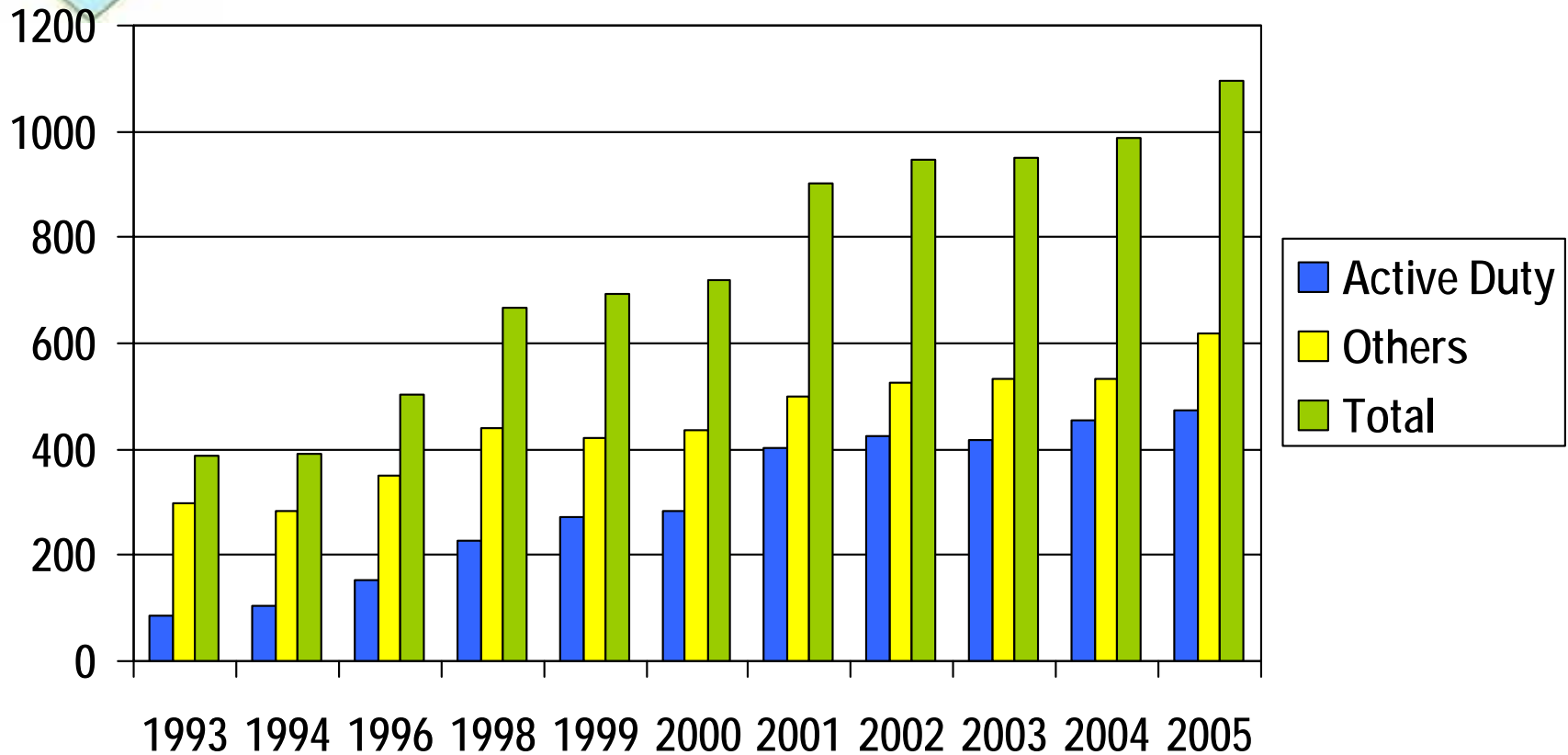


Symposium Net Revenue





Registration Growth



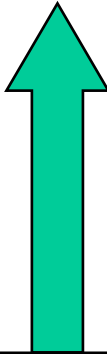


Comments on 2005

- Follow through on Naval Heritage Lecture
- Spouse program continued
- Digital signage
 - More advertising
- Registration desk in lobby
- Advance wine sales
- Prices
 - \$24/sq ft for corp sponsors
 - \$27/sq ft for non-corp sponsors
 - \$20/sq ft government



2005 Net

Revenues 

Expenses 



• Net \$263,256

2005 Budget
\$133,000

SPLIT

- National 171,116
- Scholarship 39,448
- GWC 52,651



Preview-2006 Symposium

- **Competition with AFCEA-West 2006**
 - 3 of last 5 years
- **ADM Mullen - Keynoter**
- **SECNAV-Dr Winter**
 - First public appearance as SECNAV
- **Pentagon Channel covers CNO**
 - Feed to C-Span
 - Possibly cover SECNAV
- **MCPON main speaking role**



2006 Preview (cont)

- **Media Room**
 - Press luncheon
- **Major Commanders Conference**
- **N76 Staff Major Participation**
- **Spouse Program Expanded**
- **Space sold out**
 - \$1 per square foot increase



2006 Preview (cont)

- **XO/CO Fleet Up brief**
 - During Retired Sr. Officer Breakfast
 - Open to all—encourage attendance
 - First exposure for active duty
- **Room arrangements different**
 - Theater seating in Seminar
 - Seating for 800-fewer tables
 - Larger room for luncheons
 - Due to larger expected attendance



2006-Expectations

- Pre Registration Up
 - Seminar 700
 - Int'l Navy Lunch 240
 - Awards Lunch 160
 - Heritage Program 260
 - Ret Sr Officer Brief 240
- Corporate Tables sold--66



Symposium Committee

- **Chairman: RADM Chesbrough, USN(RET)**
- **Committee Members:**
 - Bill Erickson
 - Jim Warren
 - Dick Diamond