



ALL-MEMBER CONFERENCE SURVEY REPORT

Presented June 18, 2026





Sent To: 665 ASJA Members via email & private Facebook group

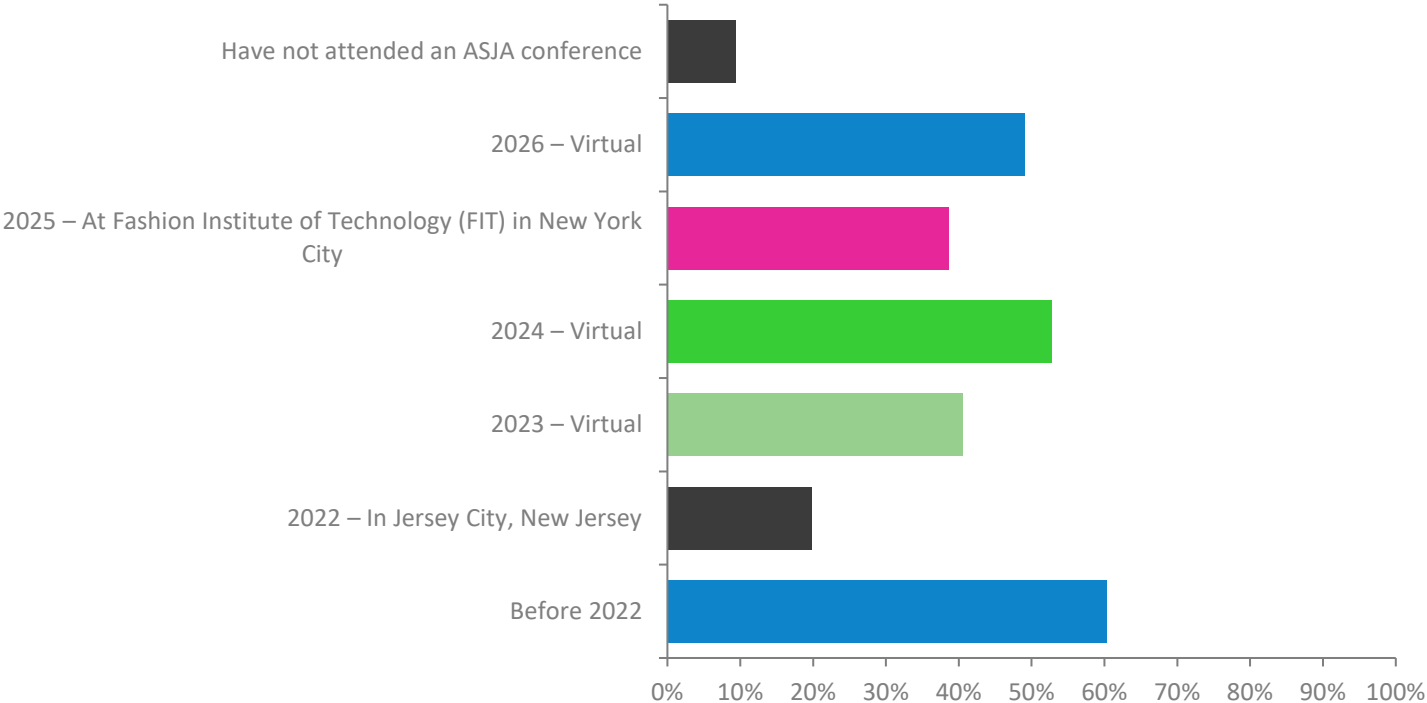
Total Responses: 106

OPEN: June 1, 2026

CLOSED: June 14, 2026 @ 11:59pm EST

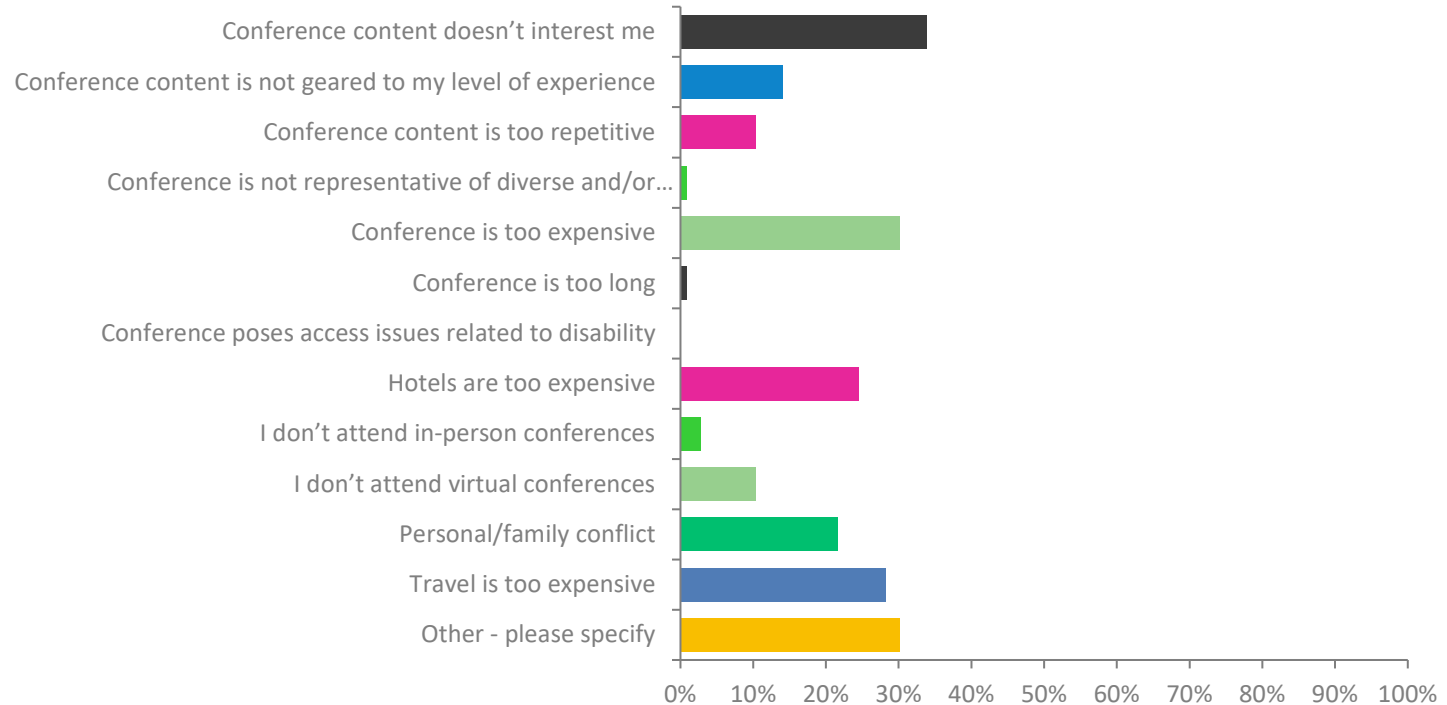
Q1: Which ASJA conferences have you attended? (Check all that apply.)

Answered: 106 Skipped: 0



Q2: What drives your decision not to attend an ASJA conference? (Check all that apply.)

Answered: 106 Skipped: 0



Q2: What drives your decision not to attend an ASJA conference? (Check all that apply.)

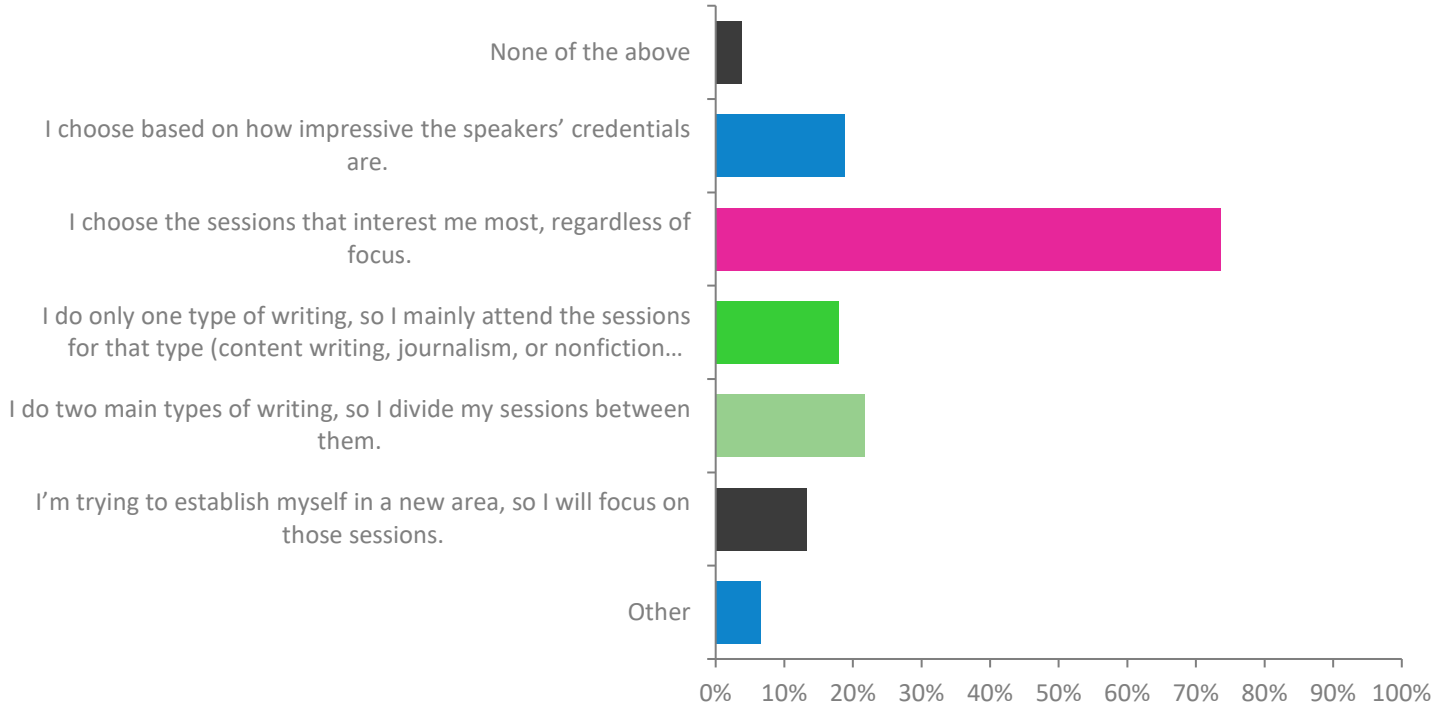
Answered: 106 Skipped: 0

OTHER THEMES:

- **Work and scheduling conflicts are the primary barriers to attendance.**
- **Members strongly favor in-person experiences and value networking and community.**
- **Cost and travel considerations significantly influence participation.**
- **Longtime attendees continue to see value but would welcome fresh content and format innovations.**
- **Members would like broader geographic rotation and more thoughtful location selection.**
- **Conference policies and timing can affect members' willingness to participate.**

Q3: How do you choose which sessions to attend? (Check all that apply.)

Answered: 106 Skipped: 0



Q3: How do you choose which sessions to attend? (Check all that apply.)

Answered: 106 Skipped: 0

OTHER THEMES:

- **Members prioritize opportunities that help them grow their businesses and secure work.**
- **Content relevance is the primary factor influencing session selection and attendance.**
- **Attendees value fresh perspectives, new ideas, and exposure to emerging trends.**
- **Practical, skill-based programming and technology topics are highly valued.**
- **Broad access to content, particularly in virtual formats, encourages exploration and learning beyond core interests.**

Q4: Please share any information you can on why you would or would not attend an ASJA conference.

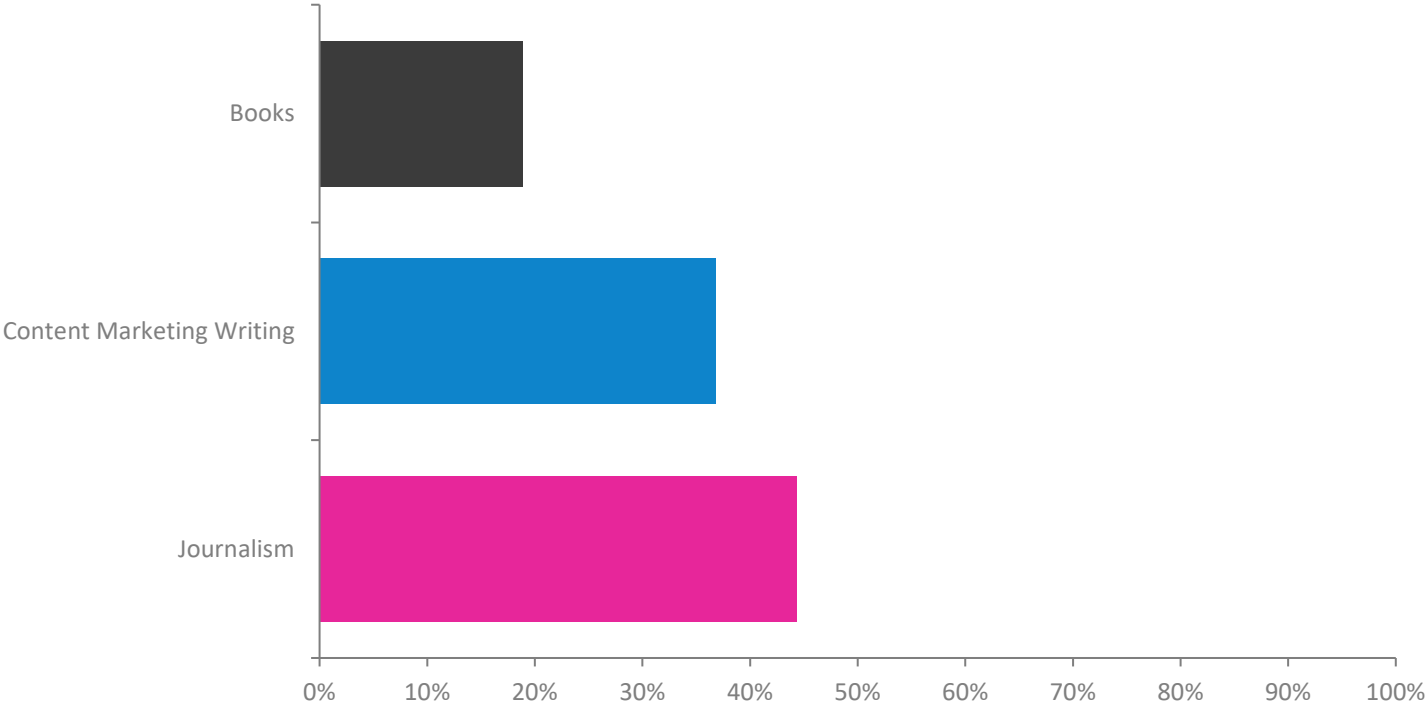
Answered: 72 Skipped: 34

OTHER THEMES:

- **Cost and perceived value are the primary determinants of attendance.**
- **Networking and community are the greatest strengths of the in-person conference experience.**
- **Virtual conferences increase accessibility but often provide a less engaging experience.**
- **Members want more advanced, practical, and business-focused content that reflects varying career stages.**
- **Timing, work obligations, and family responsibilities are common barriers.**
- **There is significant interest in rotating conference locations and reducing dependence on New York.**
- **Client Connections are a major asset, but improvements in execution and outcomes are needed.**
- **Members value ASJA deeply and view the conference as an important professional community, even as their needs evolve over time.**

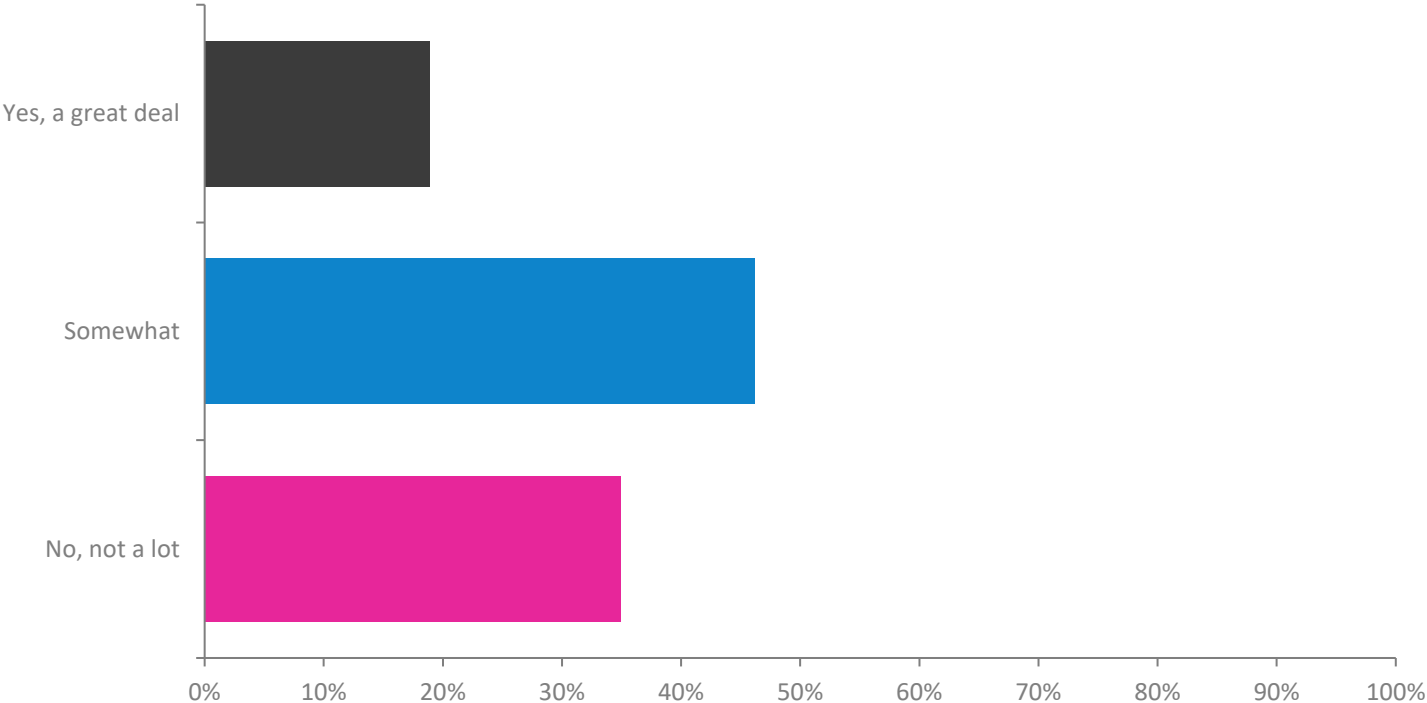
Q5: Which track is most important to you when deciding to attend an ASJA conference?

Answered: 106 Skipped: 0



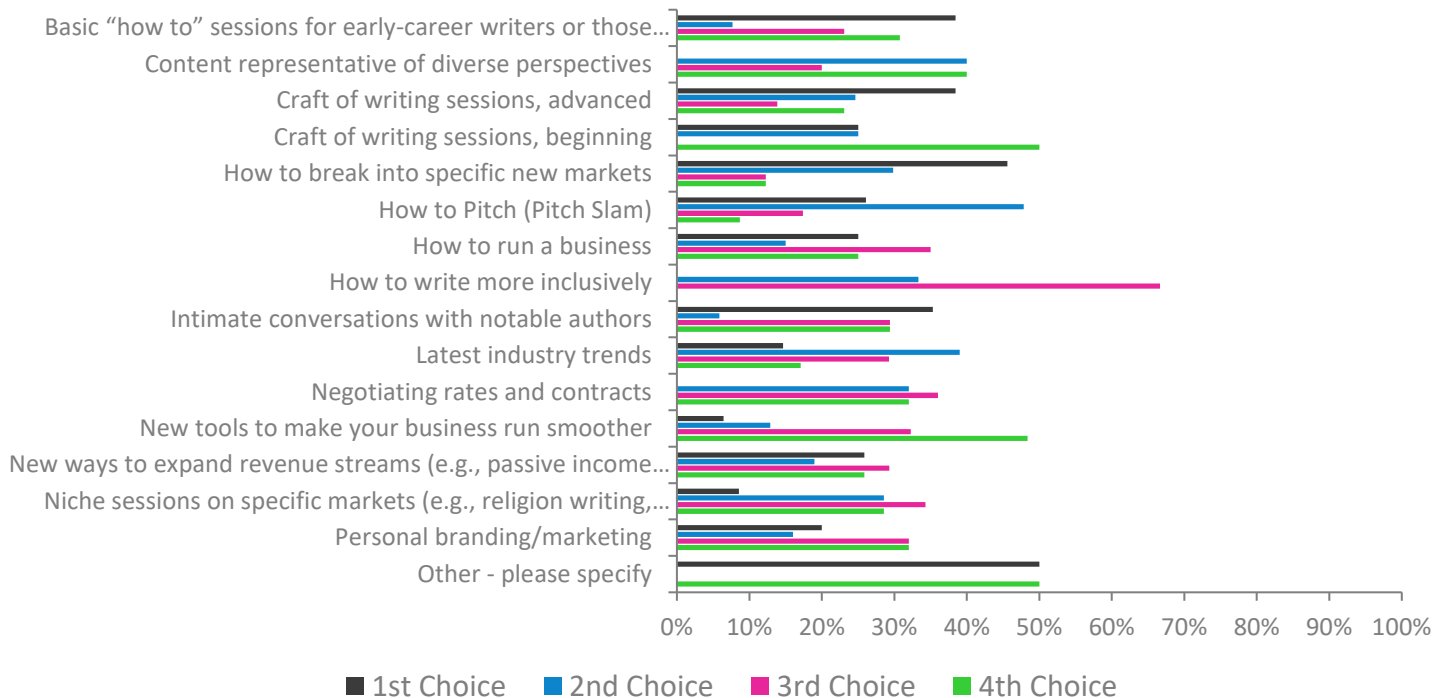
Q6: If the other tracks were not available, would this negatively impact your decision to attend the conference?

Answered: 106 Skipped: 0



Q7: What content would you most like to see in future conferences? Please rank your top 4 choices.

Answered: 106 Skipped: 0



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Answered: 106 Skipped: 0

Top Choices

1. Breaking Into Specific New Markets

- 26 first-choice votes (45.6%) — the most #1 selections
- 57 total rankings

2. Advanced Craft of Writing

- 25 first-choice votes (38.5%)
- 65 total rankings — the highest of any topic

3. New Ways to Expand Revenue Streams

- 58 total rankings — second-highest overall.
- 15 first-choice votes

Honorable Mentions

Latest Industry Trends

- 41 total mentions
- Strong second-choice support (16 votes)

How to Pitch (Pitch Slam)

- 48% ranked it as their second choice
- 23 total rankings

Niche Sessions on Specific Markets

- 35 total rankings
- Broad interest, though not many #1 rankings

Q7: What content would you most like to see in future conferences? Please rank your top 4 choices. (In order of total votes)

Answered: 106 Skipped: 0

	1st Choice	2nd Choice	3rd Choice	4th Choice	Total	Weighted Average
Craft of writing sessions, advanced	38.46%	25 24.62%	16 13.85%	9 23.08%	15 65	2.22
New ways to expand revenue streams (e.g., passive income and writing-adjacent opportunities)	25.86%	15 18.97%	11 29.31%	17 25.86%	15 58	2.55
How to break into specific new markets	45.61%	26 29.82%	17 12.28%	7 12.28%	7 57	1.91
Latest industry trends	14.63%	6 39.02%	16 29.27%	12 17.07%	7 41	2.49
Niche sessions on specific markets (e.g., religion writing, climate writing, writing for youth, etc.)	8.57%	3 28.57%	10 34.29%	12 28.57%	10 35	2.83
New tools to make your business run smoother	6.45%	2 12.90%	4 32.26%	10 48.39%	15 31	3.23
Negotiating rates and contracts	0.00%	0 32.00%	8 36.00%	9 32.00%	8 25	3
Personal branding/marketing	20.00%	5 16.00%	4 32.00%	8 32.00%	8 25	2.76
How to Pitch (Pitch Slam)	26.09%	6 47.83%	11 17.39%	4 8.70%	2 23	2.09
How to run a business	25.00%	5 15.00%	3 35.00%	7 25.00%	5 20	2.6
Intimate conversations with notable authors	35.29%	6 5.88%	1 29.41%	5 29.41%	5 17	2.53
Basic "how to" sessions for early-career writers or those switching to a new area	38.46%	5 7.69%	1 23.08%	3 30.77%	4 13	2.46
Content representative of diverse perspectives	0.00%	0 40.00%	2 20.00%	1 40.00%	2 5	3
Craft of writing sessions, beginning	25.00%	1 25.00%	1 0.00%	0 50.00%	2 4	2.75
How to write more inclusively	0.00%	0 33.33%	1 66.67%	2 0.00%	0 3	2.67
Other - please specify	50.00%	1 0.00%	0 0.00%	0 50.00%	1 2	2.5

Q8: Are there specific topics you would like to see addressed in a conference session?

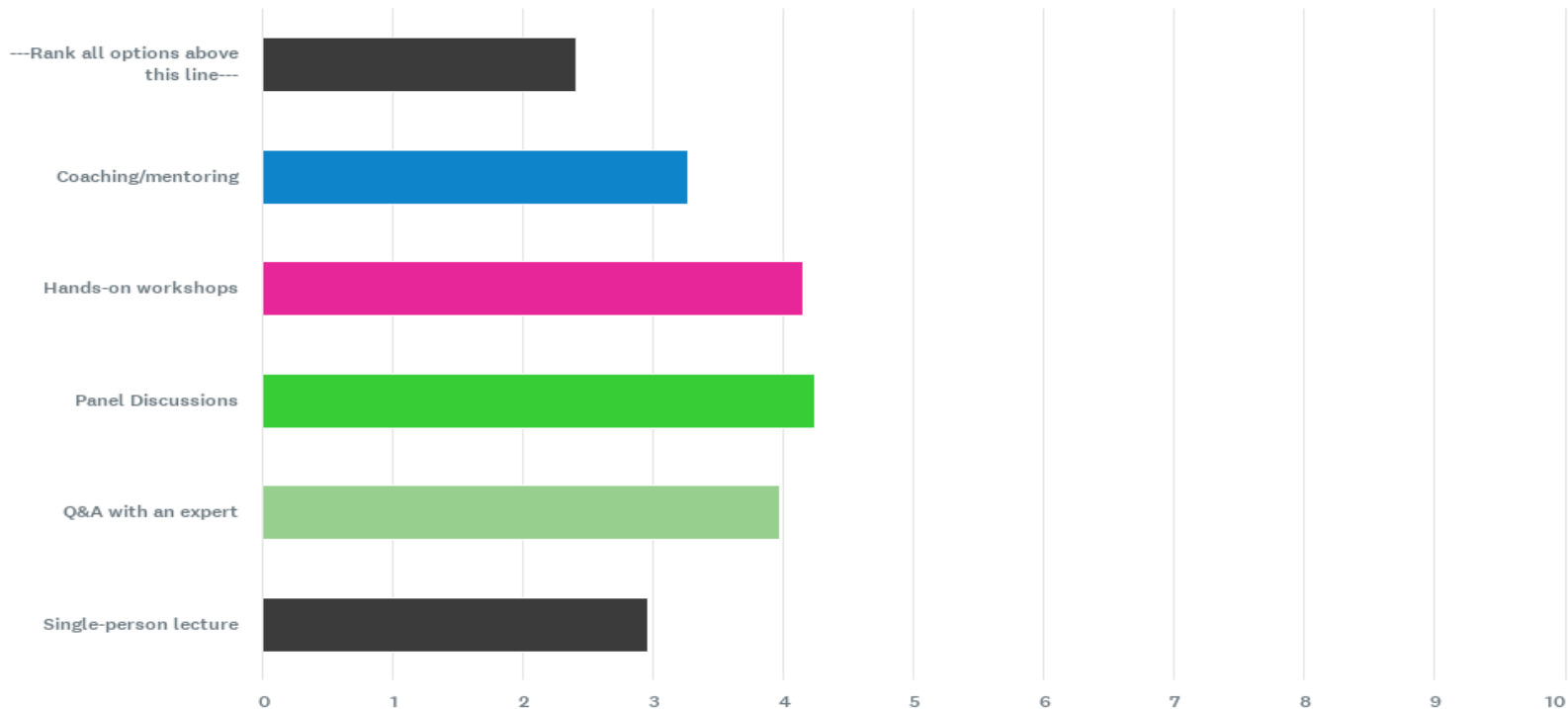
Answered: 41 Skipped: 65

OTHER THEMES:

- **Members want more advanced, practical programming aimed at experienced writers.**
- **AI, technology, and emerging publishing platforms are among the highest-priority topics.**
- **Business growth, diversification, and adapting to changing markets are major concerns.**
- **Members seek specialized content tailored to different genres and career paths.**
- **Client Connections and access to editors and agents remain core conference strengths.**
- **Writers want honest conversations about the future of the profession, ethics, and sustainable careers.**
- **Programming should balance foundational topics with deeper, more strategic content for established professionals.**

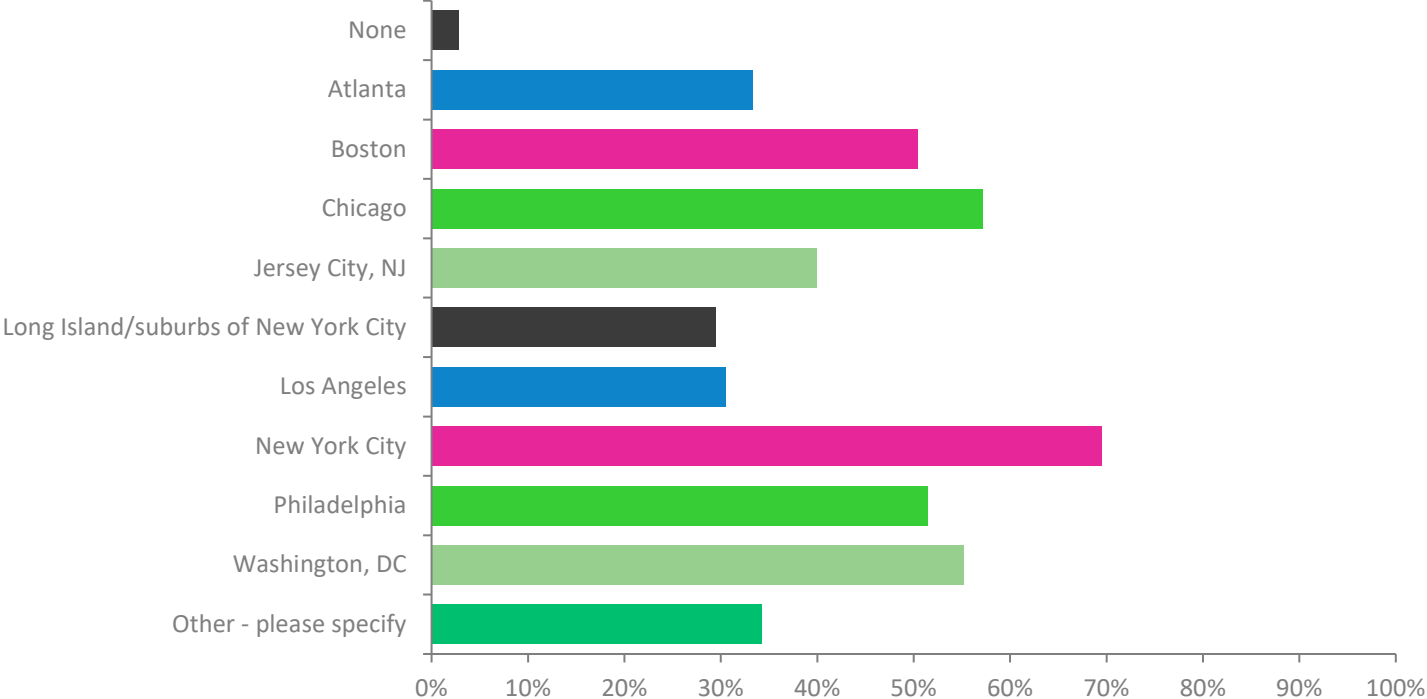
Q9: What session format would you like to see more of? (Please rank in order of importance)

Answered: 106 Skipped: 0



Q10: Historically, ASJA has held in-person conferences in New York City, which is expensive but attracts the most Client Connections clients. In which of these locations would you consider attending an ASJA conference? (Check all that apply.)

Answered: 105 Skipped: 1



Q10: Location - OTHER

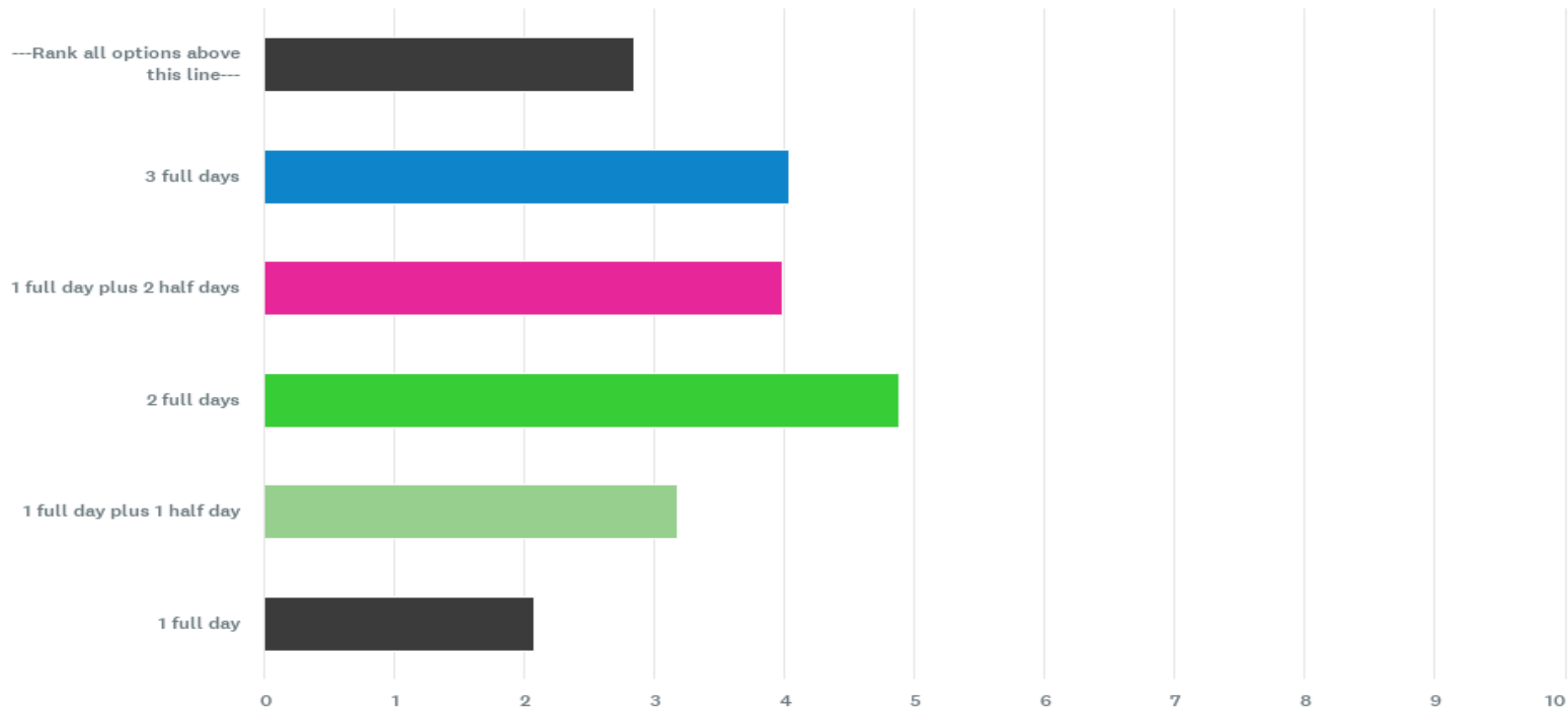
Answered: 105 Skipped: 1

Detroit
Kansas City, Dallas
Baltimore
San Francisco
Denver, Charlotte, San Francisco
Detroit
San Francisco
Midwest in addition to Chicago, Denver, New Orleans or Austin, Texas
Denver
Tampa, Orlando
Nashville, Denver
Texas
Detroit, NOLA, Seattle
Austin, Houston, San Antonio
San Francisco
Honolulu
Midwest
Denver
Phoenix, Florida, Cleveland
Seattle
Detroit
San Diego could be nice
Minneapolis
Minneapolis
Baltimore
Seattle
Portland, Seattle,
Stanford, New Haven or Hartford, CT
Milwaukee, Nashville, Seattle, New Orleans
Nashville, Denver

- **Members want conference locations to rotate beyond New York.**
- **Affordability and travel costs are important considerations.**
- **Mid-sized, culturally interesting cities are attractive.**
- **There is notable interest in Midwest and interior U.S. locations.**
- **No single city emerged as a consensus choice, but Denver and Detroit were the most frequently mentioned destinations.**
- **Members are open to alternative formats, including virtual events and smaller retreats.**

Q11: What is your ideal IN-PERSON conference length? Please rank these options from best to worst.

Answered: 105 Skipped: 1



Q12: Please share additional IN-PERSON conference lengths if none of the above are appealing.

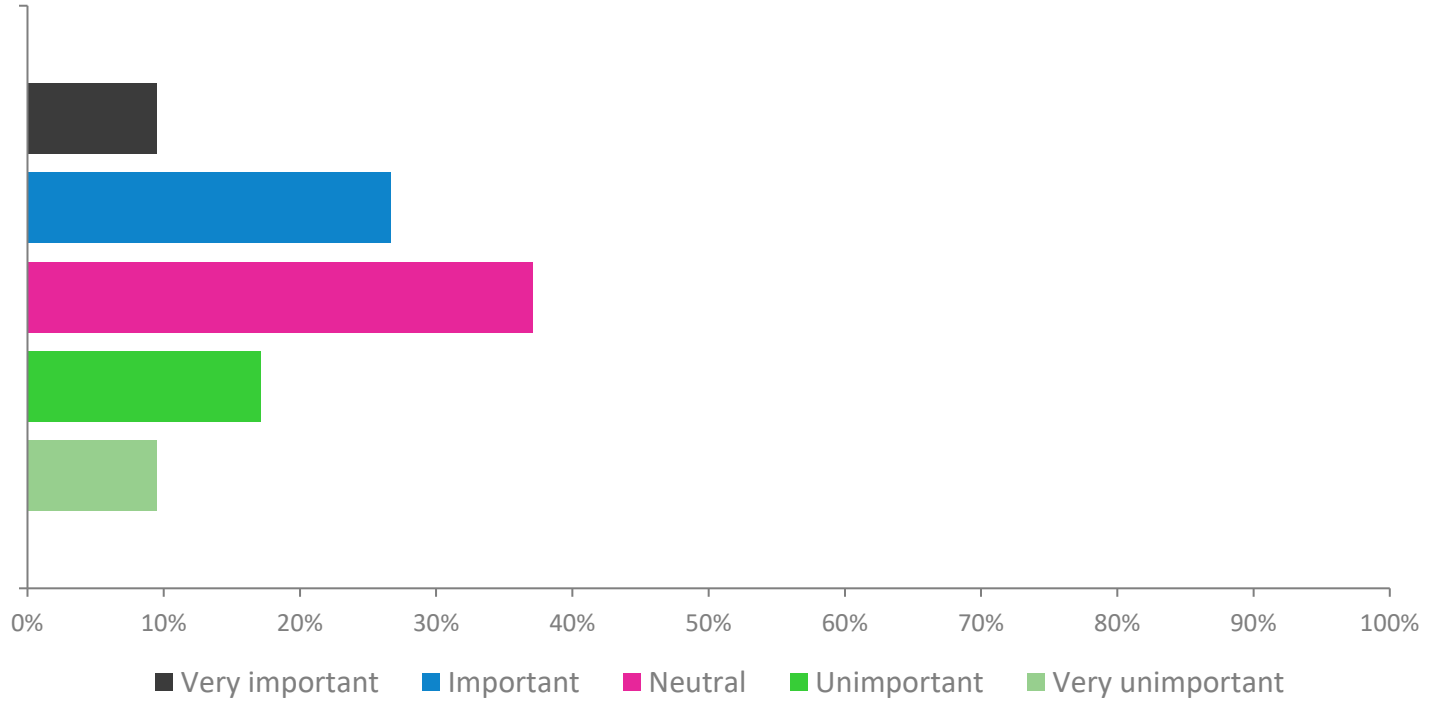
Answered: 18 Skipped: 88

THEMES:

- **Members prefer an in-person conference lasting about two to two-and-a-half days.**
- **Reducing hotel nights and travel costs is an important consideration.**
- **Formats combining full and half days are attractive because they accommodate travel and personal time. Attendees want a slower pace with longer breaks and less burnout.**
- **The conference must provide enough networking and educational value to justify the investment of time and money.**
- **Flexibility is important because members have varying energy levels, schedules, and preferences.**

Q13: How important is it to you for IN-PERSON ASJA conferences to have three sessions (one each for books, journalism, and content writing) running at the same time?

Answered: 105 Skipped: 1



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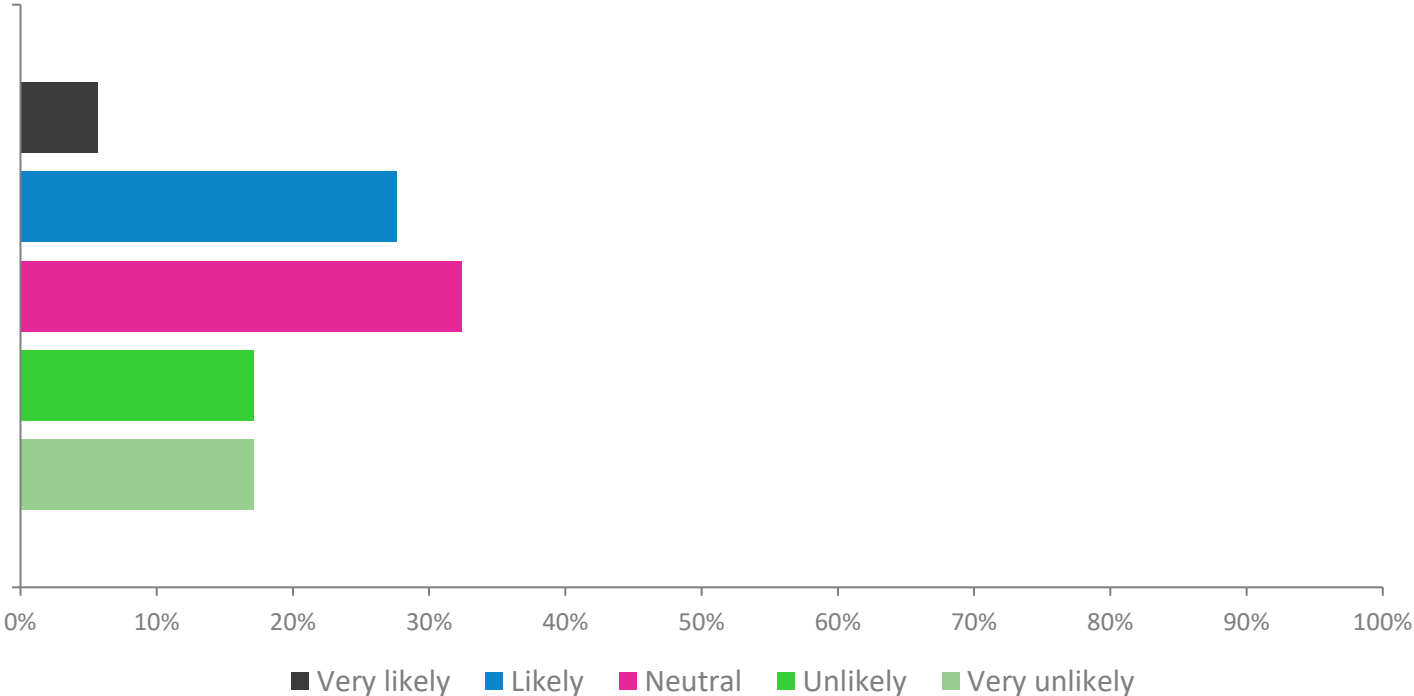
Answered: 105 Skipped: 1

VERY IMPORTANT	IMPORTANT	NEUTRAL	UNIMPORTANT	VERY UNIMPORTANT
9.52%	26.67%	37.14%	17.14%	9.52%
10	28	39	18	10



Q14: How likely would you be to attend only one day of a multi-day IN-PERSON conference if we reinstated a day rate?

Answered: 105 Skipped: 1



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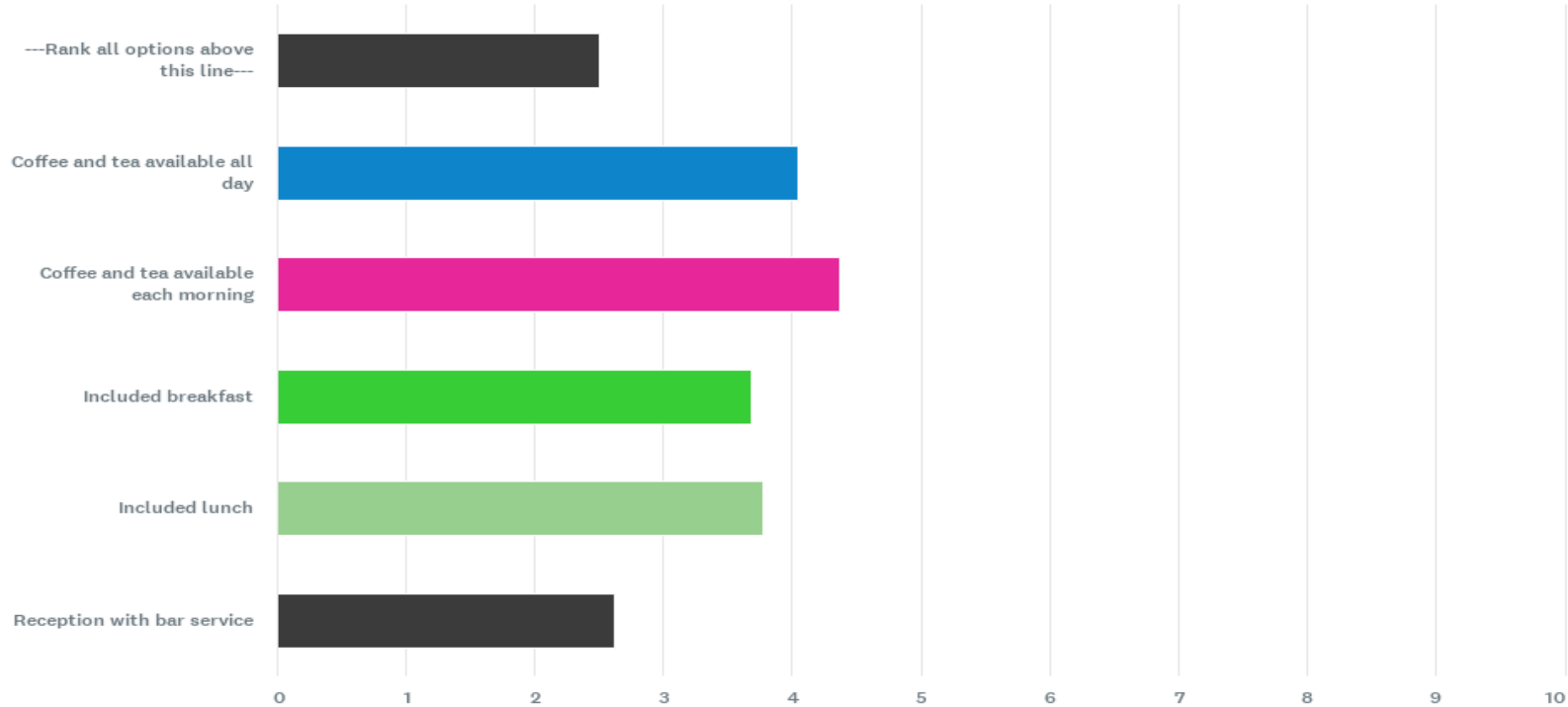
Answered: 105 Skipped: 1

VERY LIKELY	LIKELY	NEUTRAL	UNLIKELY	VERY UNLIKELY
5.71%	27.62%	32.38%	17.14%	17.14%
6	29	34	18	18



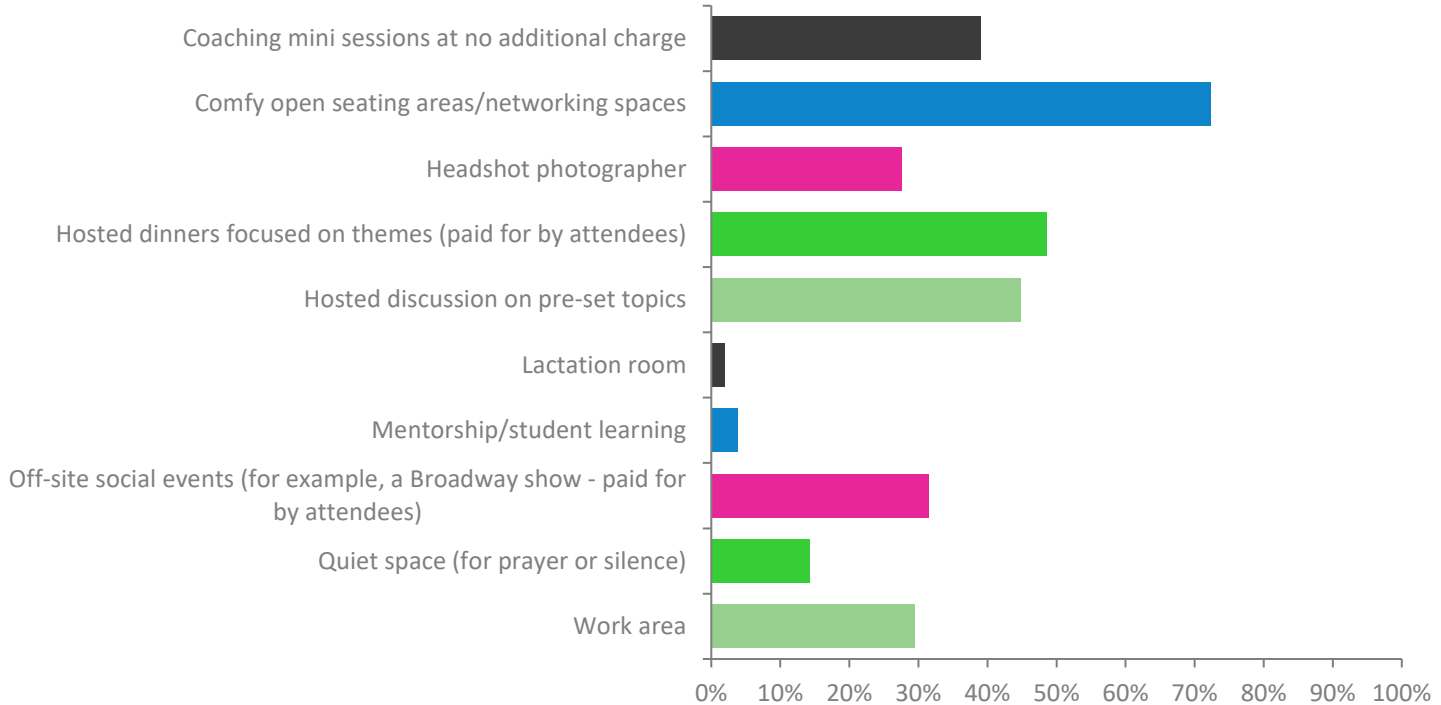
Q15: Food and beverages add additional costs to registration. Rank the following in order of importance:

Answered: 105 Skipped: 1



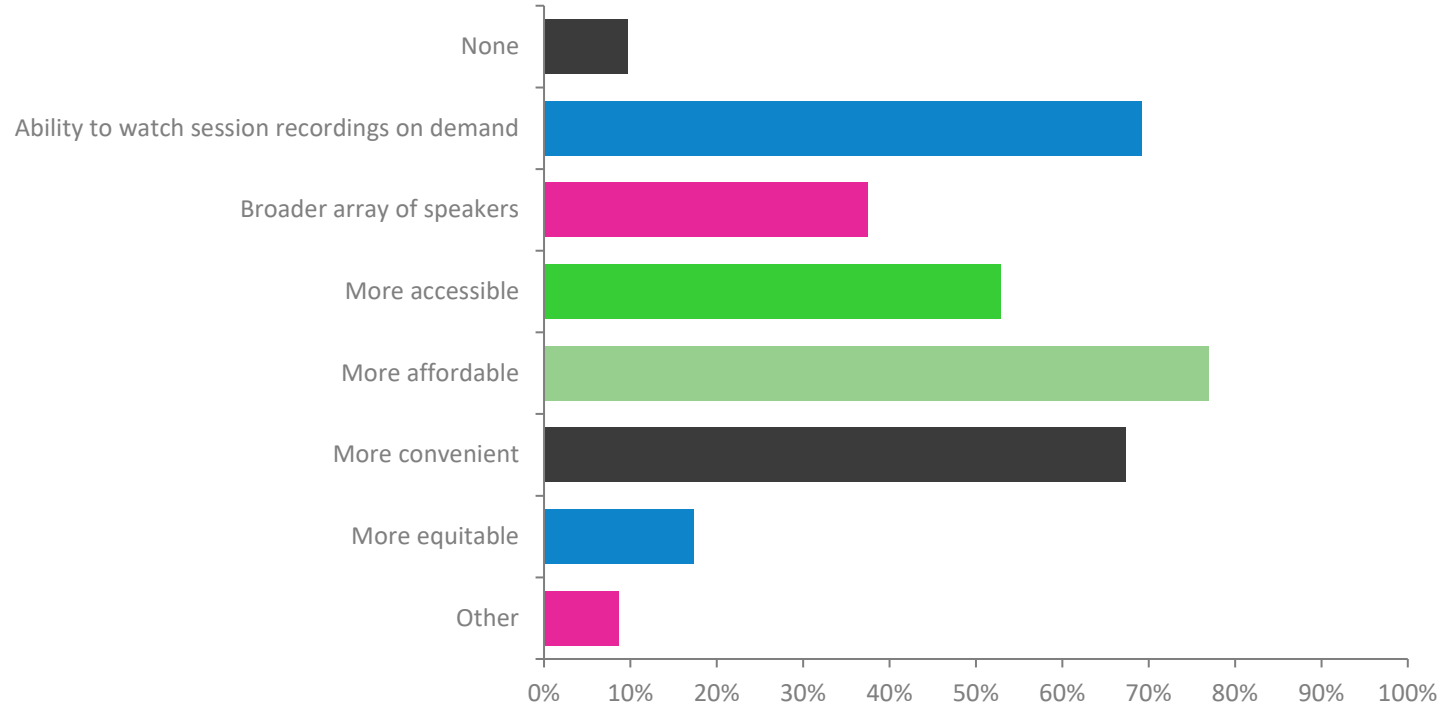
Q16: Besides the sessions, what other parts of the conference are most important to you?

Answered: 105 Skipped: 1



Q17: What are the ADVANTAGES of VIRTUAL conferences for you? (Check all that apply.)

Answered: 104 Skipped: 2



Q17: What are the ADVANTAGES of VIRTUAL conferences for you? (Check all that apply)

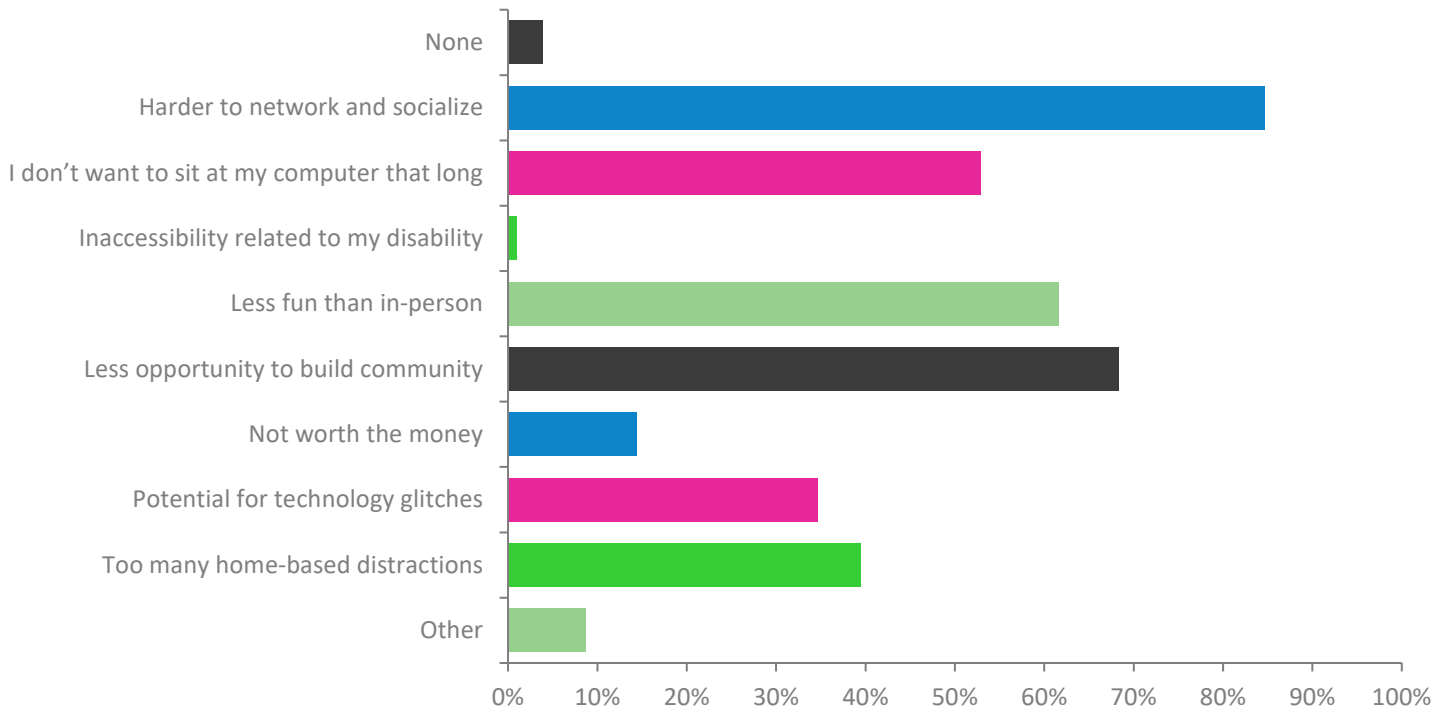
Answered: 104 Skipped: 2

OTHER THEMES:

- **Virtual conferences offer unmatched convenience and flexibility.**
- **Cost savings and reduced time away from work are major benefits.**
- **Virtual formats improve accessibility for members with family and caregiving responsibilities.**
- **Members recognize the value of both formats and support balancing virtual and in-person offerings.**
- **Advance notice and planning are important to maximizing participation.**

Q18: What are the DISADVANTAGES of VIRTUAL conferences for you? (Check all that apply.)

Answered: 104 Skipped: 2



Q18: What are the DISADVANTAGES of VIRTUAL conferences for you? (Check all that apply.)

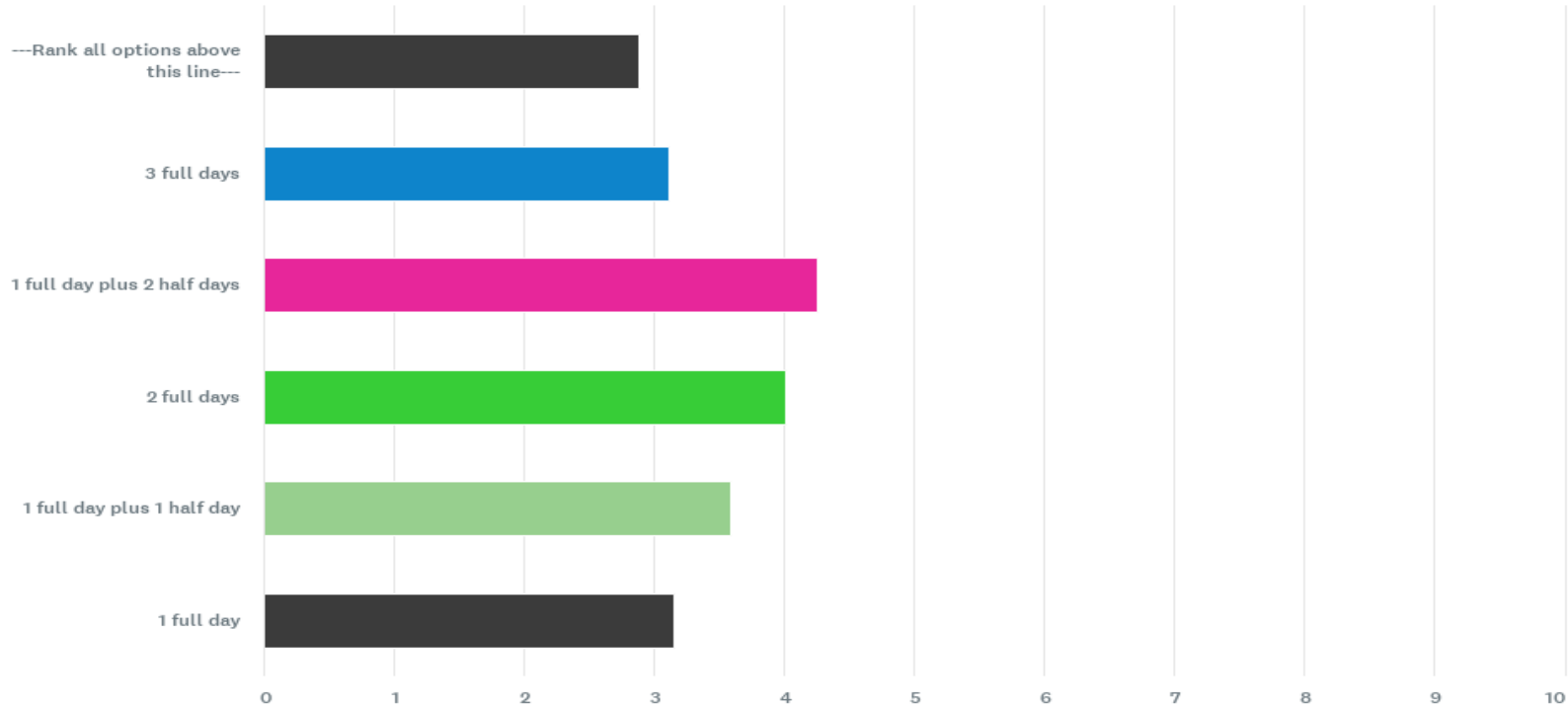
Answered: 104 Skipped: 2

OTHER THEMES:

- **Virtual conferences compete with work and daily responsibilities, making it difficult for members to fully engage.**
- **On-demand recordings are underutilized, and limited access periods diminish their value.**
- **Members would prefer more flexible, year-round programming rather than concentrated multi-day events.**
- **There is a desire for more interactive virtual formats that better replicate the connection and engagement of in-person events.**

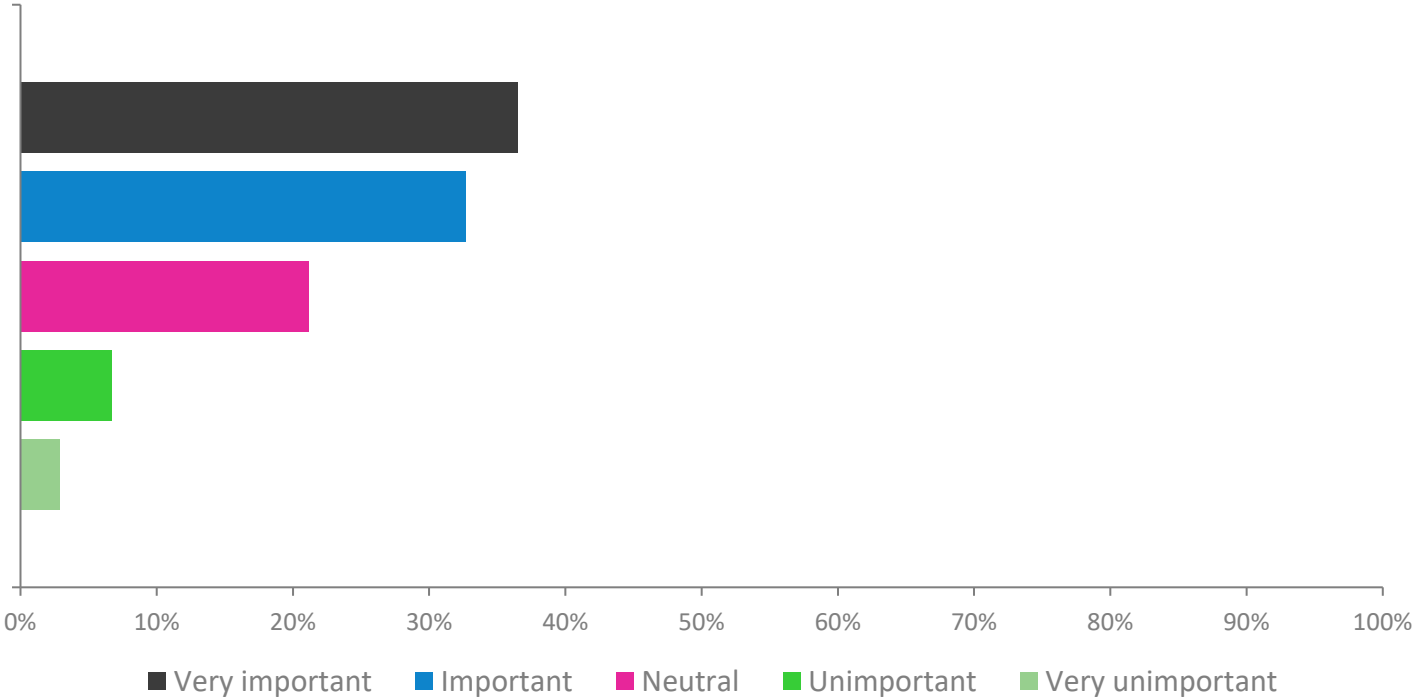
Q19: What is your ideal VIRTUAL conference length? Please rank these options from best to worst.

Answered: 104 Skipped: 2



Q21: How important is it to have networking events built into the conference schedule?

Answered: 104 Skipped: 2



Q23: What is your generation?

Answered: 104 Skipped: 2

