

## What is Synthesis?

**Synthesis is an easy, efficient, quick way to find the value contained in event survey participants' comments and report the findings using reports prepared in Synthesis.**

**Why do I need Synthesis?** Getting full-value from your survey investment when your survey contains open-end comment questions has always been a challenge and a time-consuming chore for those who are not survey professionals with advanced degrees. All too often, open-end comments containing highly valuable information that should be included in the survey findings are ignored and not reported for a variety of reasons. This is especially true for larger surveys, depriving you and your colleagues of key insights into the needs and reactions of your meeting participants.

Our solution is **Synthesis**, a toolset built into MeetingMetrics that unlocks the value in the comments by doing most of the work for you in a short time. It provides an efficient, time and cost-saving method for users to identify and report participants' views expressed by the most frequently mentioned keywords for a single survey question.

On average, it will take only a few minutes to identify the keywords mentioned and another 20-30 minutes or so to develop a report per question. However, depending on the number of keyword topics you select and the number of comments there are, it could take longer. Smart use of Synthesis tools can help you manage all that to quickly produce a report that captures the overview and detail of the results of the findings. The process eliminates many hours or days normally required by traditional methods like manual codebook development and analysis.

For MeetingMetrics licensees, **Synthesis** also reduces or eliminates the cost of outside consultants to extract and analyze the valuable information in a large body of open-end comments.

## What is included in a Synthesis report?

- 1. Keyword Table** (shown below next to the Keyword Cloud Display) - a data table of the most frequently mentioned keywords on a single open-end question displayed with a count of the number of mentions. Keyword choices can be included and excluded by the user to determine the best set of relevant keywords to include in the final report by using the **Keyword Selector**.
- 2. Keyword Cloud Display** – an interactive graphic presentation of the keywords selected by the user. It displays each keyword by sizes and colors that reflect the number of mentions of each keyword. When copied into MS Word or PowerPoint, this display can be resized by the user for presentations. Clicking on a keyword in the display produces a table of all verbatim comments that include the keyword.
- 3. Tables of Highlighted Verbatim Comments for Each Keyword** – as these tables contain all the comments, they can be very long in some cases. These are most often best presented in a separate appendix to the written report.
- 4. Summary Overview Report, a written explanation of the findings.** This is a brief written summary prepared by the user containing information from the report tables and keyword display. This report may consist of only a few paragraphs or be quite extensive and detailed depending on the user's choices of what to include in the report. Quote examples can be copied from the tables to add emphasis to the brief written report.

## Example of a Keyword Table and a Synthesis Cloud Display

### “What was most valuable about your conference experience?”

It is important that you reduce the selection of keywords to the only the top 5-20 or so keywords by choosing only those you think are most relevant. You can always change your selection by adding or reducing the number on your original list of choices.

Most frequently mentioned participant keywords from a total of 615

KEYWORD	WORDCOUNT	
networking	241	ability able access attended been being Breakout Collaboration Computer
Premium	129	concurrent conference contacts contract customers education
sessions	115	educational Enjoyed event excellent exhibit experience face Field food
Meeting	67	Foodservice General good have healthcare hear hearing hospital hospitals
concurrent	63	ideas information Innovation interaction Learning meet Meeting
show	51	meetings members network <b>networking</b> opportunities
members	50	Opportunity others peers people <b>Premium</b> presentation
Trade	44	
very	40	Presentations products quality really reverse session <b>sessions</b>
opportunities	40	show speakers staff Supplier Suppliers Susan team time topics Trade
speakers	39	valuable vendor vendors very well will
staff	39	
Learning	37	
Opportunity	32	
good	31	
ideas	27	
information	27	
meet	26	
time	25	
network	23	
conference	23	
reverse	22	
topics	21	
people	21	
others	21	
customers	21	
have	21	
session	20	
ability	19	
being	19	
Collaboration	18	
able	18	

**How to use the Synthesis Method and Tools: For Licensees, login and select the FAQ documentation.**

**For non-licensees seeking more information about Synthesis, contact MeetingMetrics at [info@ meetingmetrics.com](mailto:info@meetingmetrics.com) or call 212-426-2333.**