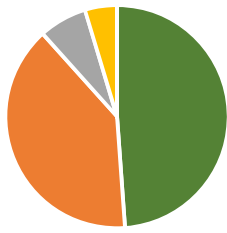


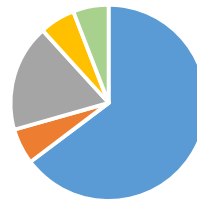
European Conference Survey Results 2014

Overall how would you rate the conference?



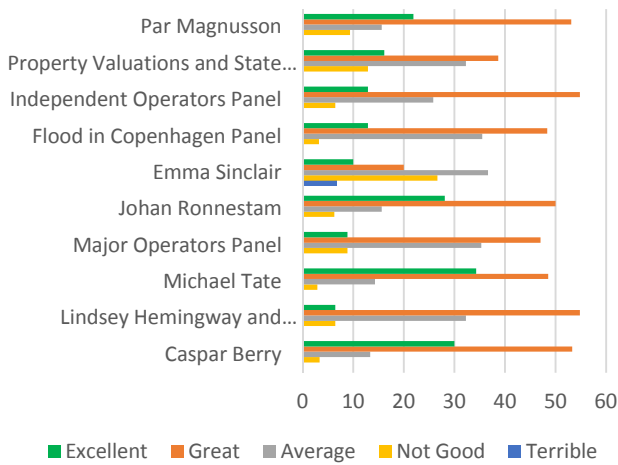
■ Excellent ■ Great ■ Average ■ Not Good ■ Terrible

If you have attended more than three conferences, which one was your favourite?



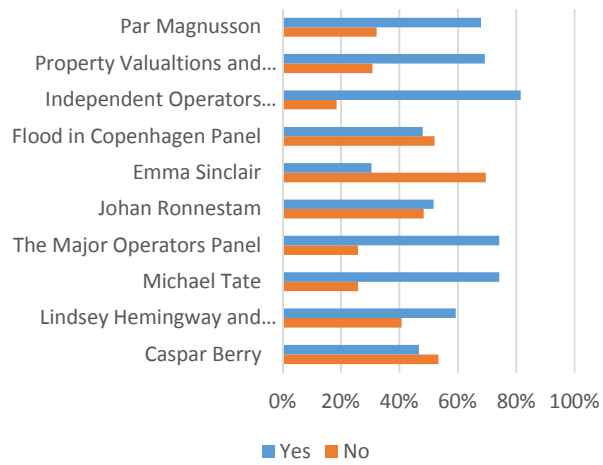
■ Stockholm ■ Berlin ■ Portugal ■ London ■ Rome

Please rate the speakers at this years conference



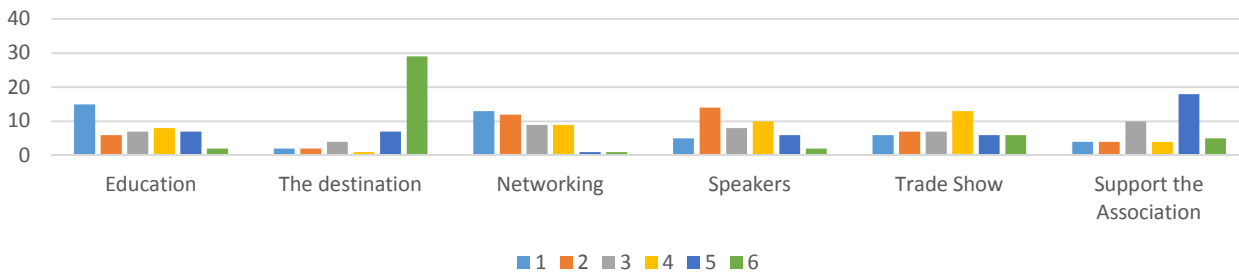
■ Excellent ■ Great ■ Average ■ Not Good ■ Terrible

Would you like to hear them again?



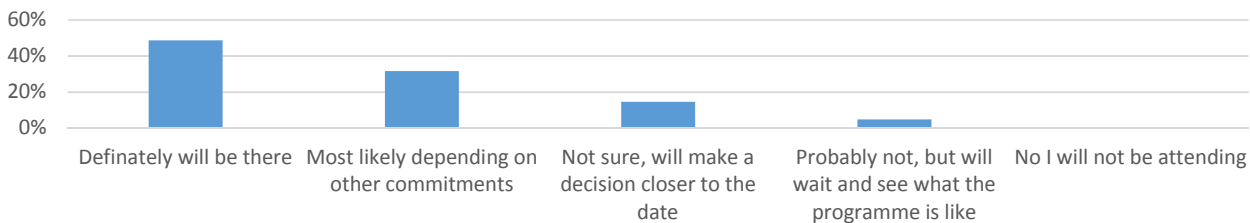
■ Yes ■ No

Please drag the reasons you attended the conference into the correct order, from 1- 6, 1 being the most important reason



■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6

Next years conference will be held in Amsterdam, October 6-7. Are you planning on attending?



How important is the Trade Show component of the event to you?

Extremely important	Important	Not important
32.56%	48.84%	18.60%

How important is the facility tour?

Very important, I make sure I can attend this	Just another reason to come to the conference, I will attend if I arrive in time	Not all that important, but I may attend just for a look around	Not important at all, I am not likely to attend the facility tour
23.81%	35.71%	30.95%	9.52%

What did you enjoy MOST about this year's conference? - Sorted highest response to lowest

Good speakers (28)

Networking (24)

Well organised, easy to find information (18)

Trade Show (8)

A lot more attendees than previous years (7)

Single venue for everything (7)

Awards Dinner (5)

Excellent location, very well organised, ran smoothly, good speakers and timings worked very well. Variety of delegates from across Europe was great to see.

Finding out about the European market

Getting a feel for the self storage industry in more countries than just my own.

good location, trade show and atmosphere

great city centre location

great information , great speakers . networking with people like James Gibson and Jon Perrins was superb

I made some great conversations and was able to air my concerns with colleagues who were able to challenge my position and help me to go forward with new plans to help to increase the profitability and cash from the business. Really good.

Major Operator Panel

meeting new people, hearing about new markets, talking to other valuers

Networking and the Johan Ronnestam talk. It was very good to meet the Storage King Australia team given they are such an established self storage country and to understand their way of operating. It was good having everything in one place and forwarding the UK award finalists to the Conference to announce the winners.

Stockholm

Storage King and the small operators - because they do inspire me.

Taking part and talk to other operators, meeting supplier, looking at other country situation and market

The venue/location was excellent.

The way traffic was driven to trade show area meaning that it was easy to talk to people and feel like it was a conference for everyone

Time away from the business to focus on growing the business

Very well organized, good balance between sessions and trade show, excellent networking events, great conference center, MICHAEL TATE as a speaker (inspiring and very relevant)

What did you enjoy LEAST about this year's conference? - Sorted highest response to lowest

Nothing it was all good (32)

Emma Sinclair (18)

Breakfast Food (10)

Major Operators not sharing enough on panel (8)

Bar was too small (5)

Bar shut at 1am. That's probably a good thing...

Expensive venue

Hotel was ok,

I am a vendor: Need to designate trade show hall hours more effectively.

I did not go to all the sessions as some were less significant for me (but may have been great for others) and one in particular got missed as a group of us were in a much more important discussion (no offence meant, it was great). Generally I felt the quality of the sessions I went to was not as good as they have been in the past. I wonder if the top dogs panel needs a bit of a rest? And I think the independent panel needs just a little more research. maybe they need warning of questions that may arise. I feel we want to hear who they deal with issues that worry us or stretch our brains. So we want to be able to learn from their genuine experience. etc. I thought the economist was good. wouldn't miss that for anything.

It's too tight program so that one has problem with getting both lectures, meet with exhibitors and make contact with colleagues from other countries. It is also a bit short of time from the termination for the day to drink and dinner, especially for those not staying at the hotel organizer.

Lack of smaller seminar type events

Legal panel/talk

Lunch during the days ...

Nothing specific. maybe the cost of the drinks in the hotel bar.

Some speakers mumbled their english language and it was hard to follow them.

Stockholm was expensive

The price of beer

Things related to laws are very interesting - it's just that the laws are not the same all over Europe... On the other hand, I learned that we have to do some actions in NSSA to see if we are 100% according to the laws.

Small tradeshow. Also, the Shurgard person on the major operators panel should be pushed out. Very boring and he is extremely afraid to say anything. Jimmi Gibson is very good, but put in a few more in this panel, not just the same ones.

Wednesday dinner

What speakers or topics would you like to see covered at future conferences?

Michael Tate (21)

Economists (18)

Marketing (14)

Major Operators (10)

Legal (8)

construction of new builds and redevelopment of old builds from the manufacturers. Including security devices etc..

High-end economic speakers, both national and regional topics (in addition to overall state of things) and asset class specific, in our case obviously different types of real estate. One should strive to be on top of the overall ongoing and expected economic state of the region you operate its closest counterparties. Performance management topics (digital solutions to improve your performance, how to measure and improve your storage business)

i would like a session on guys like James Gibson, jon Perrins, industry leaders telling us their story as well as their views on self storage. the external "motivational" speakers are good but id rather hear the story of the industry giants !

Issues relating to Container storage More container related suppliers at the trade show As we know Internet is by far the greatest source of new customers. Therefore we should focus a number of workshops on Internet/web marketing/social media etc. I think you could do a full day on online marketing with a high level of interactivity - like a study based programme. I would even go as far as to have people pre-prepare work/questionnaires prior to the event, so that on the day speakers/tutors can drill down to detailed level. Alternatively the SSAUK could run a separate one day seminar on this subject?

Johan Ronnestam was extremely good and highlighted where our businesses need to go in the future. The independent and large operator panel were also very good.

More about commercial and sales tricks and tips. More about store procedures. I remember the "hat lady" speech and it was really interesting and helpful.

More on exit, not only sale of realestate. More on joining forces and create new chains of self-storage centers. More on branding and marketing.

More on funding, business structure, preparing a business for sale, etc although these are less self storage specific

Most of the topics were good and relevant, as an independent operator I'm looking for topics and speakers that will help me grow and develop my business. Access to finance, sales, customer service and marketing related topics. Industry stats is also a great way to benchmark against the industry.

motivational speakers. The ones we had in London were better.

other operators, economic perspectives, new marketing ideas, valuation

Police and customs.

Quality Packaging and others income revenues Normative

Site level marketing, Social media content creation, New site/facility marketing, creating awareness and growing the local market for self storage

Technology

What changes are you likely to make to your business as a result of attending this event?

£10 million pounds of investment places aside for our Storage Vault division, in 20 years in business i have never been so enthused about the potential of an industry sector.

1. Introduce and maintain regular staff training (customer sales enquires and customer service) (Michael Tate)
2. Documented Marketing plan (Michael Tate)
3. Review web site or even New website to include platform to enable a) sizing for mobile devices b) pricing on line c) automated CRM and e-mail response (Johann Ronnestram/Independent operators panel)
4. Include disaster recovery in new operator manual (Copenhagen)
5. Special agreement/charging for holding keys for customers (Simone Hill)
6. Introduce 50% offer for 2-week period (marketing Manager of Shurgard - Tour of facilities) and plenty more!!

Change our software system

Check the contracts better, and improve marketing.

Devising and implementing disaster recovery plan, and a fresh approach to engaging with both clients and our local community via social media

Everything to rank our facility to a higher level of professionalism

Focus more in online.

Implement a lot of the tips from Michael Tate and enquire with companies at the trade show.

improve retail feel of front office area

Improved system and procedures

Insurance and contracts

Look at legal processes, manage staff better

Management and marketing changes

More charity work required to build the Profile of the FEDESSA

More focus will be addressed to leadership and new ideas is brought home to work with in marketing

not much, to be honest as I hardly attended any sessions. Too busy networking.

ongoing.....

Review what we do with technology

Revisit self-storage marketing collateral. Attend SSA meetings more often.

see above. its all about selling. price manipulation. tactics to get deals done. we can get the inquiries. we need to do the deals. we need to teach our staff to cut back on the discounts. we need to know who has the software to help us. we need to be reminded about how to create value. and maybe how to get value from different types of storage

Some changes in marketing.

Some changes to site management coaching. More focus will be put to local marketing actions. Some input to future Social Media marketing.

Spend more time and energy on web based marketing.

Thinking more about the company digitally and in terms of social media

Do you have any other comments or anything that would assist us in organising future events?

Good job on this Conference Rennie and team.

A vastly improved conference when compared to last year

Amazing event, will definitely be coming to Amsterdam

As i suggested before, some good speakers about operational tips and more detailed marketing activities. Anyway, good job.

At break times between the speakers introduce vendors in the trade show. Hand out wifi codes at entrance. Setup mobile phone charging stations.

Great event, has improved vastly over previous years

An extremely well organised conference and I would say an excellent use of our time

Great show, well done to all

compared with the SSAA conference I thought the supplier's stands looked bland.

Focus on the networking!

I had a great time, well worth the effort to attend, learnt a lot to improve my business

The best Self Storage conference I have ever attended, including the US ones

Hold the event close to a weekend so delegates can extend their stay.

If it were possible to hold the FEDESSA conferences during the week before the final weekend in September, delegates and their partners might catch the end of the tourist season in the destination city rather than experiencing more limited out of season opening hours and tourist provisions.

Loved the location and having everything together, was a bit worried about ticket price but Michael Tates presentation was worth the ticket price alone!

It was easy to travel to the city/hotel, and live in the same hotel as the conference.

Keep up the good work. A vastly improved conference when compared to last year.

The quality of this event was outstanding, the business speakers were focused and relevant to my business

None, really well organised

Perhaps the conference could do more to actively engage delegates, either through the use of technology (eg voting pads) or, if not commercially viable, by encouraging delegates to actively use and link up on social media during a session. This could then be used in a whole variety of ways through the conference, from communicating events through to giving sponsors an opportunity to engage and communicate directly. This might finally get our industry to start communicating via social media.

please keep doing more of the same, its an extremely well organised conference and i would say an excellent use of our time.

Survey should be presented earlier in the conference so that it is available to discuss. In fact the UK survey could also have been presented - along with consumer research - this can then be referenced throughout other speakers' talks during the two days. Outside speakers are clearly professional and entertaining but there should be a greater effort to make their talks more specific to our industry - they could be 'briefed' with regard to the industry issues - or possibly partnered with a captain of our industry so that they are more tuned in. Their talks were great, but their references to self storage were superficial. Just as an aside, I am not clear why the conference was organised and hosted by SSAUK when it was a Fedessa conference??

There will be a tip for next year åmerke participant cards with which countries the respective origin. Set aside time where the respective national organizations can use to meet with members and potential members.

This was the first FEDESSA event we have exhibited at and the quality and volume of leads has ensured it will not be out last"

Vendors need designated trade show hours, this way they're not waiting around all day.