



WESLEY ARMOUR SCHOOL OF BUSINESS

# MARKETING RESEARCH

To improve future NBCC Speaker Series events, this report outlines the research data on how NBCC can measure student satisfaction.



CODI-ANN BUTLAND, ANAMIKA GUPTA & AIDEN ROY

December 5, 2025

## Executive Summary

New Brunswick Community College (NBCC) held the Wesley Armour School of Business Speaker Series from November 4 to November 6, 2025. The event included a keynote speaker, NBCC alumni and HR panelists, and a networking activity. We conducted research for the event committee to collect data to help improve future events.

Our research was conducted through observation at the event in Fredericton and through survey results of business students who attended the event from all campuses. Students enjoyed the keynote speaker, James Mullinger, because he was funny and interesting.

However, some students said he spoke fast and was hard to understand at times. The panelists were helpful for some students, but many were not very engaged and lost interest. The event ran smoothly and had a relatively high satisfaction rate. This report analysis' what was observed, feedback from students, and what recommendations could make the event more successful.



## Table of contents

.....	1
Executive Summary.....	2
Table of contents .....	3
Table of Figures .....	5
Introduction.....	6
Research Objectives .....	7
Methods.....	8
Phase 1: Qualitative Data .....	8
Phase 2: Quantitative Data .....	9
Research Findings.....	10
Phase 1: Observational Research .....	10
Phase 2: Student Survey .....	11
Phase 3: Secondary Research .....	13
Limitations.....	15
Conclusions .....	15



Recommendations ..... 16

Team Profile ..... 16

    Codi-Ann Butland..... 16

    Anamika Gupta ..... 17

    Aiden Roy ..... 17

Appendix A: Observation Guide..... 18

Appendix B: Student Survey Results ..... 18

Appendix C: 2024 Speaker Series Research Report ..... 18

Works Cited ..... 19



## Table of Figures

Figure 1: Table of Execution of Research ..... 10

Figure 2: Easy Check in Process..... 11

Figure 3: Engaged Attendees During Keynote..... 11

Figure 4: Unengaged Attendees During Panel ..... 11

Figure 5: Student Survey Response Keynote Speaker Satisfaction..... 12

Figure 6: Burnt Muffin from Buffet ..... 13

Figure 7: Low Panel Attendance ..... 13

Figure 8: 2024 Student Guest Speaker Satisfaction ..... 14

## Introduction

New Brunswick Community College (NBCC) hosted the second annual Wesley Armour School of Business Speaker Series event from November 5 to November 7. Students, staff and guest speakers were invited to attend events hosted at the Delta hotels in Fredericton, Moncton and Saint John. This event's goal is to help students enhance learning, build networks and connect with alumni. The keynote speaker James Mullinger, comedian and business owner, presented a speech live at each event. Following the keynote speaker there were panels, NBCC alumni and HR professionals, as well as a networking activity. Coffee, snacks and lunch were served at each location.

Primary research was collected at the event through observation and after the event through a survey. This report will analyse the data collected from the target population, Fredericton and Woodstock NBCC Business Students, who attended the event held on November 7 and through the survey results from across all campuses. It will address the problem statement through data analysis, conclusions and recommendations.

The NBCC Speakers Series Committee (the client) requested the NBCC Marketing Research Students of the Moncton, Fredericton and St John campuses (the agencies) conduct research for their respective locations. This project is an applied learning experience. For the Fredericton students, Josh Hunter was the client representative as well as the Marketing Research class instructor.

## Research Objectives

The NBCC Speaker Series event committee seeks insight from the event that could help improve future events for staff, students and guest speakers. To gather primary data, Business Administration: Marketing students from Fredericton, Moncton and St John, were asked to conduct research to improve future events and to increase satisfaction. The research report is to address the following problem statement:

The NBCC Speaker Series event in 2024 lacked attendee engagement which highlighted the need to identify strategies to enhance participation and attendee engagement through attendee feedback.

The goal of our research was to address the insights found while addressing the problem statement. Our research objectives that guided the research strategy are as follows:

Objective 1: Determine what presentations interest students.

Objective 2: What incentives would encourage students to attend the event.

Objective 3: Determine what motive is needed for students to network.

## Methods

The methodologies behind the primary research were mixed methods as qualitative data was collected through the observations and quantitative data was collected through the survey.

### Phase 1: Qualitative Data

- Observational research at the November 7 Speakers Series event in Fredericton.
- Followed an observational guide check list that monitored:
  - Logistics,
  - Attendee engagement during the keynote speaker,
  - Attendee engagement during the panel discussions,
  - Participation during the networking activity,

- And perceived level of satisfaction of attendees.

- A photo guide was used to prove observations.

The observation guide is located in Appendix A.

## Phase 2: Quantitative Data

- Survey questions were prepared based on:
  - Attendance,
  - Returning vs new attendees,
  - Satisfaction levels of speakers,
  - And overall satisfaction of the event.
- Survey was distributed after the event to all NBCC campuses.
- Data was collected and analysed after the survey end date.

The Student Survey data is located in Appendix B.

The research plan adhered to the following schedule:

Date	Methodology	Location/Tool
November 6	Observation	On-Site Delta Hotel/Guide
November 20	Student Survey	Email
November 20	Submission of Observation Guide	Shared OneDrive
November 20-25	Analysis of results	Shared OneDrive
November 25 – December 4	Preparation of final report	
December 5	Final Report Submission	
December 7	Presentation of Final Results	

Figure 1: Table of Execution of Research

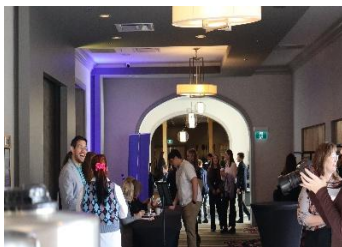
## Research Findings

This section shares the findings from the primary research conducted by the Fredericton campus marketing students. It offers results from the observational research, the student surveys and offers insights from last years research report.

### Phase 1: Observational Research

During the Guest Speaker Event on November 6 in Delta hotel Fredericton, students' behaviour was observed throughout each section of the event. Check-in was easy, and the

event started on time. Students paid a lot of attention to the keynote speaker, James Mullinger. Many students were laughing, listening closely, and enjoying what he said. During the panels, students were less interested. Some looked bored, were on their phones, or not paying attention. The networking activity had mixed results. A few students talked to alumni and professionals, but many stayed with their friends and did not join in. Overall, the event was organized well, but student interest changed. They enjoyed the keynote the most and were least engaged during the panels.



*Figure 2: Easy Check in Process*



*Figure 3: Engaged Attendees During Keynote*



*Figure 4: Unengaged Attendees During Panel*

## Phase 2: Student Survey

1. What did you like best about the keynote speaker?
  - Out of the 24 students, 18 (75%) of the respondents answered. Everyone who responded had amazing things to say about the Keynote, James Mullinger.

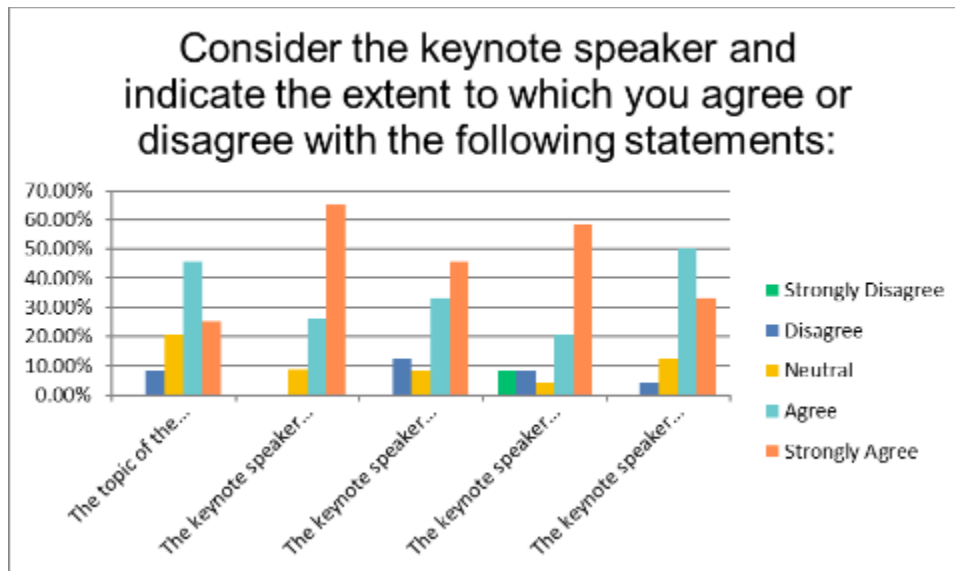


Figure 5: Student Survey Response Keynote Speaker Satisfaction.

2. What are some areas of improvement, Keynote Speaker

- Many students didn't feel comfortable to share some of their thoughts or opinions,

however some of the most rational data explained that the speed of his speech, as well

as his accent made it difficult to understand him.

3. Comment on what you liked about the panels

- Out of the 24 students, 15 of the students answered (62.5%). A common reoccurrence

with through answers demonstrated that many people enjoyed the HR Pannels,

claiming they were very informative, well-spoken and engaging, while some shared

the lack of appeal.

4. Comment on any areas of improvement from the Pannels
  - After reviewing some of the reviews, it seems that everyone who answered didn't fondly enjoy the panel series, as it lacked engagement, or excitement.
5. Comment on what you liked about the Operational elements
  - Throughout the reviews, everyone who answered explained how some operational methods were proven to be beneficials such as checking in, Lunch process, and exiting the event.
6. Comment on any areas of improvements for the operational elements.
  - Throughout the day, some of the itinerary was not fully followed, as some panel members showed up later than others. Another huge recommendation includes the displeasure and lack of quality by the food and beverages provided.



Figure 6: Burnt Muffin from Buffet



Figure 7: Low Panel Attendance

### Phase 3: Secondary Research

The Final Research Report for 2024 concluded that the student satisfaction levels for the keynote speaker and the three panels were very satisfactory ((Black, 2024). Most students found the topics to be relevant, found the speakers to be knowledgeable and that the content was insightful.

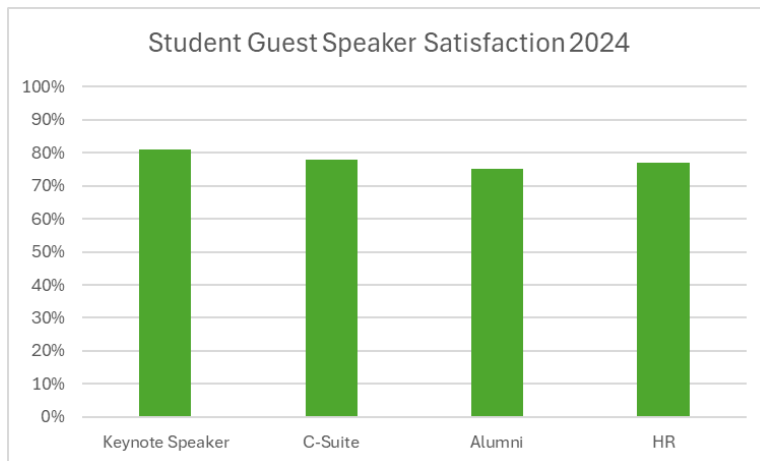


Figure 8: 2024 Student Guest Speaker Satisfaction

It also notes that even with the high level of satisfactions, students commented that the guest speakers would be more engaging with more interaction between the speakers and the students.

The 2024 Speaker Series Research Report can be found in Appendix C.

## Limitations

When considering the different limitations, several factors come into play. Last year's event is not directly comparable, as the keynote speaker participated virtually for the Fredericton and St John events, whereas this year the speaker was present in person at each location. Another example worth noting is the involvement of us as researchers, despite being students. Finally, it is important to recognize that last year's observational research was only conducted at the Moncton location.

## Conclusions

The event was helpful, but student engagement was not consistent. The keynote speaker kept students' attention, but the panels did not. The event was well-organized, but the food needs improvement. More interaction and better activities could help students stay more engaged next time.

## Recommendations

One of the major issues identified by attendees was the catering service, which continues to lack quality food. Another concern observed was the limited engagement between panelists and attendees. Our group believes a helpful improvement would be to remove the lunch break altogether. Instead, following the keynote speaker, the time from 11:00 to 1:00 could be dedicated to networking with local business owners, NBCC Alumni, and Job recruiters stationed at booths to answer questions and interact directly with participants.

## Team Profile

### Codi-Ann Butland



During the research project I was responsible for ensuring my team was prepared to meet deadlines, final edits on the research proposal and for observing the logistics section and other section on the observation guide.

At the event I helped take photos to complete our photo guide and completed my observation checklist sections. After the event I uploaded our data and research proposal to the class

OneDrive and finalized the compiled Interview Data into a table on the Master spreadsheet.

My area of interest in marketing research is the process of gathering the data.

### Anamika Gupta



For this project, I helped with many parts of the event and the report. During the event, I wrote down the speaker notes for the keynote and panels, and I watched how students were reacting. After the event, I worked on the interview questions and wrote down the answers other groups collected. I

also helped upload my notes and observations for the group. Overall, I was responsible for taking speaker notes and supporting my team through the whole project.

### Aiden Roy



During this project, I oversaw, determining the research method. The day of the event, I wandered around taking pictures of attendees and completed a few interviews, throughout the keynote speaker and panellist, I took

observational research completing my checklist. Once the event was completed, I took my research and uploaded it to the OneDrive document. Once all the information was uploaded,

our group was tasked with listening to the recorded audio from other classmates and writing down the responses.

## Appendix A: Observation Guide

**NBCC MARKET RESEARCH – OBSERVATIONAL CHECKLIST**

CLIENT: \_\_\_\_\_ DATE: \_\_\_\_\_  
 LOCATION: \_\_\_\_\_ RESEARCHER: \_\_\_\_\_

Question/Observational Element	Observation
<b>Logistics</b>	
What was the experience with parking? Line ups or smooth process?	
Can the audience comfortably see the stage and the screen from where they are?	
Is the sound system clear? Can people hear clearly from where they are sitting?	
Is the lighting effective?	
Is the room temperature comfortable?	
Any technical issues?	
Check if the event starts and ends on time.	
Signage – Are directions and session details clearly marked?	
Are transitions between speakers smooth?	
Observe the venue's capacity. Too big? Too small?	
How are the organizers admitting attendees? Is check-in to the venue (room) smooth?	
Was there a warm and inviting reception?	
Was there a lineup at the buffet?	
Was the food satisfactory for all attendees and their dietary restrictions?	
Ample space for everyone to move freely?	
Was there enough seating available?	
Were there any accessibility accommodations for attendees with disabilities?	
Were any signs or directions clear for first-time attendees?	
Are bathroom capacity and cleanliness okay?	
Other:	
Other:	
<b>Speakers</b>	
Keynote: Was there an interaction between the speaker and the audience?	
Keynote: What was the audience doing during the presentation? Attentive, phones, talking, etc.?	
Keynote: What/how was the attendees' reaction to the speaker?	
Panel #1: Was there an interaction between the panel members and the audience?	
Panel #1: What was the audience doing during the panel? Attentive, phones, talking, etc.?	
Panel #1: What/how did the attendees react to the panel?	

Panel #2: Was there an interaction between the panel members and the audience?	
Panel #2: What was the audience doing during the panel? Attentive, phones, talking, etc.?	
Panel #2: What/how was the attendees' reaction to the panel?	
Other:	
Other:	
<b>Networking Effectiveness</b>	
Networking: Are the attendees taking advantage of the networking opportunities?	
Check for interaction across different attendee groups (students, faculty, professionals).	
When are there opportunities/times for networking? Enough, too much time to network?	
Can we observe any barriers to networking?	
Are tables mingling/interconnecting before or after speakers?	
Overall atmosphere – is the event environment good for networking?	
Other:	
Other:	
Other:	
<b>Further Reflection ... Other</b>	
Assess the overall atmosphere: Is it positive and welcoming?	
Observe attendee satisfaction: Are they engaged, smiling, or chatting? Positive or negative vibe?	
Be alert to any unanticipated issues (technical delays, logistical problems).	
Were there any unexpected challenges, and how were they handled?	
What ad-hoc feedback did attendees provide about the event?	
Were there any notable moments or memorable quotes from speakers or attendees?	
Take note of potential improvement areas (better seating, more diverse topics).	
What was the vibe of the event in general?	
Suggestions for improvement – Any immediate thoughts or ideas?	
Other:	
Other:	

Page 2 of 2

## Appendix B: Student Survey Results

[NBCC WASB Speaker Series Student Survey Questions and Results.xlsx](#)

## Appendix C: 2024 Speaker Series Research Report

[2024 Final Research Report: NBCC WASB Speaker Series](#)



## Works Cited

Black, C. (2024). *Final Research Report NBCC Wesley Armour School of Buisness Speaker Series.*