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For immediate release:

New Webinar Examines How to Gain Valuable Member Insights from Election Results

Survey & Ballot Systems to host online seminar that teaches member organizations how to uncover valuable information from their elections results.

MINNEAPOLIS – October 9, 2014 – Survey & Ballot Systems (SBS), a leading provider of election services and secure Internet voting systems, today announced that it will host a live webinar Wednesday, October 29th, 2014 at 10am CDT. The online event, titled *Quit Wasting Money on Your Election* will examine how member organizations can get important member data out of their voting results as well as tactics to limit election inefficiencies.

During the session, Peter Westerhaus, Vice President at SBS and Tim Madsen, Senior Marketing Manager at SBS will review:

- Why using elections for just declaring “winners” and “losers” is a waste of money and a missed opportunity for most organizations
- How to use an election as a member census and steps to take to draw valuable insights from voting activity
- New ways to instantly recognize members trends by plotting election data on mapping software

“Member organizations make significant budget commitments and investments in staff time to make elections happen,” states Peter Westerhaus, Vice President at Survey & Ballot Systems. “In our new webinar *Quit Wasting Money on Your Election*, we encourage organizations to go beyond just declaring “winners and “losers.” Our goal with this event is to show election managers how they can uncover valuable knowledge about their membership and use voting data for strategic planning, marketing and more.”

Attendees may submit questions to the speakers before the event when registering and during the live event via web chat. To register, visit: <https://www3.gotomeeting.com/register/639363934>

About Survey & Ballot Systems

You run elections, we provide the resources, services and security to make those elections highly successful. Since 1990, SBS has worked with the world’s top associations, cooperatives, credit unions and member-based organizations to plan and manage their voting processes. Whether you need traditional paper balloting, [online voting](#), on-site voting or a hybrid election, we have the expertise to make it happen. Let us be the independent third party to administer your election or provide you with the tools to run it yourself. [Contact us](#) for more information and we’ll customize an election solution for your organization’s unique needs.

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