
EVENT SURVEY GROUP

Beginners Guide to an Attendee Questionnaire

Contact: Douglas Boone | dboone@eventsurveygroup.com | 1-310-749-5255

The Power of Data Analysis:

Conducting a post event survey won't help to improve your event success until you effectively interpret the data and create usable action plans.

- The real power is in the ability to turn data into usable ideas for an improved event marketing plan, customer acquisition, memorable at-show experiences, and ultimately loyal attendees who return year-after-year.
- Data interpretation is based on a deep examination of cross tabulations, segmentation analysis, thorough decipher of written comments and year-over-year tracking.

Survey data alone is a compass that broadly points out elements of event success. Data interpretation is the roadmap that directs you turn by turn until you reach your goals.

Attendee Questions

Below are sample questions for events with exhibits. These questions are for reference only. Entirely new question sets may be developed when useful and appropriate.

Question purpose is to inform...	Attendee Questions
Prequalification	Did you attend the [year] Show? <ul style="list-style-type: none">• Yes – go to attendee survey• No – go to non-attendee survey
Marketing effectiveness	How did you hear about the Show? Check all that apply.
Marketing Message	In one sentence, what does the Show most mean to you?

Question purpose is to inform...	Attendee Questions
Motivations	<p>What were the two or three primary reasons that you attended the Show? (No more than 3 please)</p> <ul style="list-style-type: none"> • Compare suppliers in the Exhibit hall (i.e. preparing to make a purchase) • Keep up to date with industry trends • Education sessions • ETC. • ETC.
Success Measurement	<p>What is your rating of the Show in terms of the value you received compared to the time and money you spent?</p> <p>How likely are you to participate in the next Show?</p> <p>Please select the answer that best describes if the Show met your expectations.</p>
Experience Rating	<p>Please rate your experiences using the following 3-point scale: “1” = Considerable improvement needed; “2” = Some improvement needed; “3” = No improvement needed.</p> <ul style="list-style-type: none"> • Networking • Event management • ETC. • ETC.
Purchase Power (informs Exhibitor Marketing)	<p>How are you involved in, or do you influence, purchasing decisions for your practice/organization?</p> <p>When, if at all, do you plan to purchase products or services as a result of attending the Show?</p>
Loyalty	<p>How likely would you be to recommend the Show to a friend or colleague?</p> <ul style="list-style-type: none"> • 0 Not at all likely – 10 Extremely likely