



RedPodium

Post Event Survey Guide

A Guide to Gaining Valuable Insights Into Your Customers and Your Event.

This download is designed to help you with effective surveys and data capture. It will give you tips to get your attendees to take the time to share their reactions to your event, help you successfully capture that information and assist you in thinking through the findings.

So You Want To Send A Post Event Survey?

The first place to start when deciding if you should send a post event survey is with the “why”. Why do you want to send a survey? What information are you wanting to capture?. Who do you want to send it to? What are you going to do with the information you receive?

Often times initial responses to these questions are, “Because everyone sends a post event survey” or “Because I want to make my event better” or “I’m not sure”. If this is the case for you, continue to journey through this worksheet so you can better identify what value to add to your event. This might even help you decide if a post event survey is best for your event.

Exploring Your “Why”

1. Why do you want to send the post event survey?

2. Why is that reason(s) so important to you?

3. What other options do you have for capturing that information? (i.e. talking to people at your event, social media questions, polls, etc)

4. Have you ever filled out a survey that has been sent to you?
 - A) If yes, why did you take the time to fill it out?

 - B) If not, why didn't you feel compelled to fill it out and what could have gotten you to fill it out?

5. After answering the above, do you still feel the electronic survey is the best route to go? Why or why not?

What Information do you Want to Uncover?

You may want to ask a general question, like “How would you rate the event?” This is fine, but you will also want to hone in on a specific area or areas you wish to additionally gain insights.

This will help keep the survey concise and focused with the hope of increasing completion rates. It will also assist with providing clear and manageable action steps to take with the findings. If you receive too broad of feedback, it can be challenging to know where to start, and can cause inaction.

The goal here is to make use of the information you receive to ultimately improve your event and attendee experience.

Identifying Answers You Should Capture

1. What is the number one area you know needs improvement?

Now that you've identified this area, and know it needs improvement, skip past it and do not include it in the survey questions. Simply take the necessary actions to improve it.

2. What are three aspects of your event you feel went ok and why?

1.

2.

3.

3. Out of those three, which area do you feel would provide the greatest impact if improved?

Who do you Send the Survey To?

Now that you have a focused aspect of your event you'd like feedback on, you can decide who to send the survey to. You want the survey to be targeted and relative to specific attendees of your event to help increase completion rates.

Let's say the area you identified for your event that needs improvement is the VIP parking experience. In this case, only send it to people who purchased the VIP parking pass. If you happen to be using RedPodium you can use our awesome export filters or Communication Center filters to target just those registrants.

You will build trust by telling your survey recipients that the survey is short and specific to their experience. Then hold true to that promise. In the future they will know they won't have to waste time sifting through questions that aren't pertinent to them.

Determining Survey Recipients.

1. What segment of registrants should you send the survey to?
2. Is there anyone within that segment that shouldn't receive the survey?
3. Is there anyone else who should receive the survey?

What Questions do You Ask?

This is the part that can make or break your survey. You want to avoid scaring people away with the length or types of questions you ask. Ideally the survey would be quite short. But the beautiful thing with using RedPodium for your survey is, you can choose your three main questions and use Actions to allow the responder to reveal more questions if they are up for it.

Here are some tips for crafting your questions:

1. Keep it short. Three questions are ideal. As mentioned above, you can use Actions to reveal more questions if desired.
2. Make the questions optional.
3. Craft questions to be clear and easy to understand.
4. Only ask questions you are willing to take action on based on the results.

3 Question Ideas and 2 Included Responses.

1. How would you rate your experience on a scale from 1-10 (10 being the best)

A. What could have made it a 10? (use an action to show this question if they choose 9 or below)

B. Wow! So glad to hear you would rate it a 10! What about the event made it a 10? (use an action to show this if they select 10)

2. How would you rate the parking experience?

A. What could have made it a 10? (use an action to show this question if they choose 9 or below)

B. Wow! So glad to hear you would rate it a 10! What about the parking experience made it a 10? (use an action to show this if they select 10)

3. If you could change one thing about the event, what would it be? Or What was your favorite and least favorite part of the event?

[View a sample survey and questions here.](#)

What to do Now With All These Answers??

If you have successfully sent the survey to your targeted audience, you have likely began to see the results flow in. Congratulations! Now is the time to start analyzing the information to create an action plan to act on the results.

1. What results affirmed what I already believed to be true?
2. What information did I receive that was surprising?
3. Based on the results, what are three action steps I can take to help improve the event?
 - 1:
 - 2:
 - 3:

Action Plan

1. What is a budget I need to set aside for each action item?

A. \$

B. \$

C. \$

2. What is a deadline in which I need to have each of the action items completed?

A. Date:

B. Date:

C. Date:

3. Include any additional notes you need to remember about these action items.

1.

2.

3.

Congratulations!

I commend you on our hard work. The fact that you took the time to invest in this worksheet shows how much you care about your event and it's attendees' experience. You are now on a great path to hosting an even more fantastic event next year.

To explore more ways to improve your event, be sure to visit: RedPodium.com/blog