

creating accessible event surveys

Sending out surveys pre, during and post-event is the most common method used by event planners to collect attendee feedback. But let's face it—while surveys are very essential to improving future events, they aren't always fun and exciting for attendees to fill out.

While using incentives like prizes, coupons and discounts can motivate attendees to start event surveys, its content and ease are equally important drivers to having them actually complete the entire thing. No matter what you create one for, event surveys should be timely, brief, and easy to use. If a survey is too complex and full of errors, attendees won't bother completing it and you will miss out on the valuable opportunity to get important, accurate data to improve your event in the future.

Three important things to remember when building your event surveys is to identify clear goals, ask the right questions and keep mobile technology in mind.

Identify clear goals beforehand:

There are obvious questions you'll want to include in your event surveys (i.e. attendee satisfaction), but when diving into specifics, it's good to think ahead. What do you want to get out of your survey exactly? Do you want to know

attendee demographics, behavior or motivation? Are there new features or technologies you'd like to use during events? Having clear goals for your event surveys can help when mapping out the perfect questions to ask.

Also make sure to include input from any and all event stakeholders about their goals. What's not majorly important to you as the event planner, may be important to the person in charge of IT, social media or even catering.

Ask the right questions to the right people:

Because event surveys need to be brief and efficient, don't take up valuable survey page real estate with questions about the event that you can't change or don't matter to certain attendee types. With that in mind, consider multiple versions of the same survey for speakers, group leaders, sponsors and average attendees. Each had a different experience at your event and their respective survey should reflect as such. Not only will these different groups will feel like you care about their specific needs, you can use it as an opportunity to improve the event in as many areas as you can.

Keep mobile technology in mind: As surveys are usually optional, making them mobile friendly is the key to making them convenient for attendees. When making your survey responsive, make sure to test and retest to ensure that everything works correctly and can be used on various devices. Remember

that typing on a tablet or smartphone can be difficult, so create mandatory and important questions as either multiple choice or on a number scale. Don't forget other design features like fonts, imagery, and scrolling that can all make or break the mobile experience.

Make the mobile experience even more accessible by putting your attendee surveys directly into your event app. Not only will they be even easier to find, but your surveys will also flow better and look more professional.



remember to:

- 1.** Identify clear goals
- 2.** Ask the right questions
- 3.** Keep mobile in mind

event surveys should be:


1. Clear
2. Informative
3. Tech-friendly

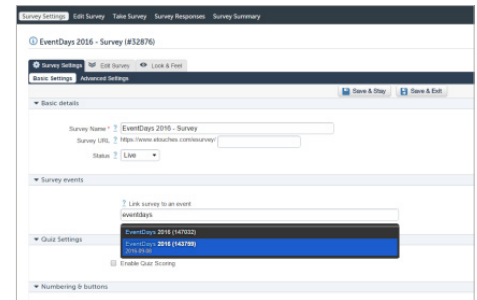
etouches' survey module is an excellent tool to create the perfect attendee surveys. Integrated with the registration module, it beats other survey solutions hands down. No more cutting and pasting lists of attendees together and importing into other survey tools.

1. shorten your survey without sacrificing quality

Link survey answers to registration profiles so you can run detailed reports with survey and registration data without having to ask for the same details twice.

- Link your survey to your event by navigating to the "basic details" tab
- Create an email in the registration module to invite your attendees to take part in a survey. Paste your survey ID in the following link: https://www.eiseverywhere.com/esurvey/index.php?surveyid=XXXXX&attendeeid=*/referencenumber/*
- In the survey responses tab, click on the edit icon of the "view" dropdown box to create reports with profile details and survey answers


 *No need to switch between modules to view survey answers; they will be visible directly from the attendee registration profile.*

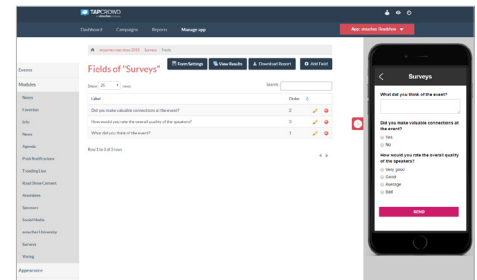


2. add a survey to your mobile event app

The TapCrowd mobile event app also has a survey feature. Setting a survey up is very easy. Results can be exported to Excel, combining survey results with attendee details.

- Click "add form module" to add a survey to your app
- Fill in the name, submit button text, confirmation text and other details and click "add form"
- Click "add field" to add your first survey field and select the type of field you want, for example a textbox, button, date picker, etc.
- Repeat the process until you have added all survey fields
- Your survey is now immediately viewable in the app


 *From the module home screen you can disable your newly created survey to make sure it is not viewable by users while you are still creating it. This way you can prepare surveys before the event and only make them visible at the appropriate point in time.*

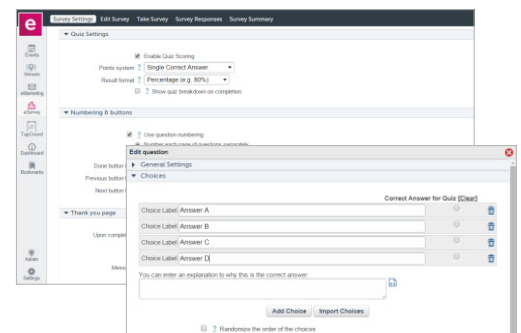


3. measure training results with pre and post tests

Test your trainees before and after the training. These results can be compared to see what attendees learned during the session.

- Under the "basic settings" tab, enable "quiz scoring"
- Select the type of scoring you would like to use (single or multiple correct answer(s)) and the format (percentage/points)
- Under the "edit survey" tab, add questions to your survey
- When editing the question, indicate which are the correct answer(s)

 *Instant results! A breakdown of the attendee test with the correct answers and the obtained score can be automatically displayed at the end of the test.*



Find out more about
the survey module

