



# What event planners have to say: use a survey!

We asked event organisers to share their experiences with surveys. They are often underestimated in event communication. A pity! This article will show how event planners Dirk Prijs (Association for Event Managers), Liezeth Blom (Stigro Food Group) and Marlies Rienks (Amsterdam Marketing) use the online survey to evaluate their events!

## WHEN SHOULD ONE USE AN EVENT SURVEY?

**Dirk:** After every event! The results are very valuable to me, because we find out what our members experience.

**Liezeth:** Especially for external events. We also use Momice for internal events - for example when someone celebrates a jubilee. However, feedback is particularly important for external events, organised for business relations, with different purposes. We always ask our audience for feedback, in order to measure the objectives. Only then we know if we are doing the right things.

**Marlies:** After almost every meeting. Meetings initiated by the management with certain objectives, should always be measured with a post-event survey. Especially in the case of larger (more expensive) meetings, surveys are important to justify the costs.

"To me, the post-event survey is the most important part of the event. Feedback from my members is essential."

**Dirk Prijs, Association for Event Managers**

## WHAT TYPE OF QUESTIONS DO YOU USE?

**Dirk:** NPS (Net Promoter Score)\*, multiple choice questions and open questions. By including the NPS in every survey, I measure the enthusiasm of the visitors. This enables me to compare returning events and possibly adjust the content or design. Our team discusses whether or not to organise a similar event in the future, or perhaps in different format. It's the ideal way to observe trends at events that return annually.

**Liezeth:** Multiple choice questions, open questions and ranking questions (stars). We mainly use them to collect feedback on the content of the programme and the speakers.



**Marlies:** All of them! Because of the variety in the questions, there's a bigger chance that your respondents complete the event survey.

**\*You can determine your NPS with one single question, with a 0-10 scale: How likely is it that you would recommend this event to a friend or colleague?**

#### HOW DOES IT FEEL TO READ THE FEEDBACK?

**Dirk:** That really depends. Sometimes I love to read the feedback and sometimes it can be rather in your face, that can be challenging! When people are very critical, I try to find out why.

**Liezeth:** Illuminating! It helps us to organise better events in the future. I am always happy with the feedback I receive.

"Try to limit yourself to 5 questions: forget questions about catering and location - look into the content of the event."

**Liezeth Blom, Sligro Food Group**

"Intense feedback of our stakeholders is an important motivator to do even better next time."

**Marlies Rieks,  
Amsterdam Marketing**

**Marlies:** Visitors complete the survey because they feel involved. So it's your responsibility to put this feedback to good use. The more feedback you get, the better you can do next time. So bring it on!

#### DO YOU HAVE TIPS FOR OTHER EVENT PLANNERS?

**Marlies:** Analyse the output critically: did you ask the right questions? Discuss the results with your colleagues, so you can filter out the most valuable information.

**Dirk:** Avoid using closed questions: try to formulate your questions differently so that you can gather more information with fewer questions. This helps you to keep the event survey relevant to your visitors.

**Liezeth:** Limit yourself to 5 questions: forget questions about catering and location - look into the content of the event.

#### CONCLUSION

Event organisers often focus on the invitation and registration process. However, evaluating an event with a survey is just as important. It is a powerful tool to measure event goals. Conducting a survey is not easy - it takes marketing skills to choose the right questions, communication skills to convince your attendees to complete it and organisational skills to use the data for your next steps. And yet, the response to your survey can be a real treasure!

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