

## Template: Evaluation

Below is a template for evaluating the success of your event (tailor the questions to suit your event). The event planning questions can be asked either pre- or post-event, as these can form the basis of your preparations for an upcoming event, or for the next time you hold an event. Ensure you also gather information about the people attending your event:

- Gender
- Age bracket
- Occupation
- Number of people who came with them
- Accommodation used, etc.

Questions to ask	Suggested question type	Additional suggestions
<i>Event planning (pre or post event)</i>		
Rank what is most important to you in attending an event.	Rank items numerically.	Depending on your event planning needs, you might include answer choices such as: <ul style="list-style-type: none"> <li>• Convenience of event location</li> <li>• Cost</li> <li>• Availability of parking</li> <li>• My interest in the scheduled speakers</li> <li>• Topics covered are useful to me</li> <li>• Timing of event fit into my schedule</li> <li>• Availability of networking time</li> </ul>
What day/time do you prefer to attend an event?	Single-select multiple choice, <i>OR</i> Multi-select multiple choice.	If you want respondents to choose their top choice for a day/time, make the question a single-select question. If you want to know all of the days/times that they would be able to attend the event, make the question a multi-select question.

How far are you willing to travel?	Single-select multiple choice.	
Do you prefer networking before, during or after an event?	Single-select multiple choice, <i>OR</i> Multi-select multiple choice.	
Rate your preference of an event on the following topics.		
Do you have any suggestions for topics? If so, what?	Single-select multiple choice.	Use 'Yes' and 'No' for the answer choices, then include a comments area to capture the suggested topics.
Do you have any suggestions for speakers? If so, who?	Single-select multiple choice.	Use 'Yes' and 'No' for the answer choices, then include a comments area to capture the suggested speakers.
<i>Event satisfaction (post event)</i>		
How satisfied are you with the event?	Rate one item on a scale.	Include a comments area to find out why respondents rated the event as they did. Your rating scale might be: <ul style="list-style-type: none"> <li>• Very satisfied</li> <li>• Somewhat satisfied</li> <li>• Neutral</li> <li>• Somewhat dissatisfied</li> <li>• Very dissatisfied</li> </ul>

<p>Please rate your satisfaction with the following parts of the event.</p>	<p>Rate items on a scale.</p>	<p>You might want to include rating scale answer choices such as:</p> <ul style="list-style-type: none"> <li>• Very satisfied</li> <li>• Somewhat satisfied</li> <li>• Neutral</li> <li>• Somewhat dissatisfied</li> <li>• Very dissatisfied</li> </ul> <p>You might list sessions and/or speakers from your agenda or you might ask readers to rate the following more general attributes of your events:</p> <ul style="list-style-type: none"> <li>• Cost</li> <li>• Location</li> <li>• Exhibits/sessions</li> <li>• Ease of transportation or parking</li> <li>• Length of event</li> <li>• Topic/theme</li> <li>• Profile of other attendees</li> <li>• Food and beverages provided at breaks</li> </ul>
<p>How likely are you to recommend this event to a friend or colleague?</p>	<p>Single-select multiple choice.</p>	<p>Include a comments area in the question to find out why respondents rated the event as they did.</p>
<p>Why did you attend our event? Select all that apply.</p>	<p>Multi-select multiple choice.</p>	<p>Be sure to include an 'other' choice. Answer choices might include:</p> <ul style="list-style-type: none"> <li>• For networking</li> <li>• Interest in event topic</li> <li>• To support the organisation</li> <li>• You know the organisers or participants</li> </ul>

How did you learn of our event? Select all that apply.	Multi-select multiple choice with open-ended text.	<p>Answer choices might include:</p> <ul style="list-style-type: none"> <li>• In the media (newspaper, magazine, trade journal, billboards, etc)</li> <li>• Business network</li> <li>• Membership announcement</li> <li>• Through a friend</li> <li>• On the internet</li> <li>• While passing the event location</li> </ul> <p>Be sure to include an 'other' choice so you can capture data from people who learned of the event from a source you did not anticipate.</p>
What were your greatest take-aways from the event?	Open-ended text.	
Was the duration of the event:	Single-select multiple choice.	<p>Answer choices might include:</p> <ul style="list-style-type: none"> <li>• Much too long</li> <li>• A little long</li> <li>• Just right</li> <li>• A little short</li> <li>• Much too short</li> </ul>
Was the price of the event:	Single-select multiple choice.	<p>Answer choices might include:</p> <ul style="list-style-type: none"> <li>• Very expensive</li> <li>• Somewhat expensive</li> <li>• Priced right</li> <li>• Somewhat inexpensive</li> <li>• Very inexpensive</li> </ul>
Which of our other events are you aware of?	Multi-select multiple choice.	
Please provide suggestions for improving our future events.	Open-ended text.	Give respondents as much room as possible for answering open-ended text questions.

*Acknowledgements: Guide No. 12 How to Evaluate Your Event, [www.wagga.nsw.gov.au/eventsguide](http://www.wagga.nsw.gov.au/eventsguide); Sample Survey Questions, Answers and Tips, [www.constantcontact.com](http://www.constantcontact.com).*