Surveys and feedback

11 · After the Event · about 10 minutes

The ten-question survey, timing, response rates, and how to read the results honestly.

Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

Work through the objectives

1. Send the survey within 48 hours

2. Analyse results

3. Share findings with vendors

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

The two most useful survey questions are

Survey results should be shared with

Answers are on the lesson page after you take the quiz.

One line to remember