



Event Survey Questions

Open-ended questions

- ❖ What was the highlight of this conference? (What did you like about it the most?)
- ❖ Are there any suggestions you have for next year's event?
- ❖ If you would like to provide a quote for promotional use, please include here with your title and occupation. (Name/company optional.)
- ❖ Were there any parts of the conference that you found especially useful?
- ❖ What was your least favorite part of this event?
- ❖ Will this event help further your career/your team's goals/your company's ROI? If so, how?
- ❖ Do you have any topic or speaker suggestions for future events?
- ❖ How will this conference improve your work?
- ❖ How can we make this conference better?
- ❖ Any other comments or feedback?

Rating questions

- ❖ How would you rate the knowledge of each speaker? (*You could put this into a chart, or matrix, for guests to individually rate each speaker's knowledge.*)
- ❖ How likely are you to recommend this conference to a friend or coworker?
- ❖ How likely are you to attend this conference again next year?
- ❖ How would you rate the value of this conference?
- ❖ How beneficial was the information presented at this event?
- ❖ How much will this event positively impact execution of your job?
- ❖ How satisfied were you with the event's agenda?
- ❖ How would you rate the catering?
- ❖ How would you rate the venue?
- ❖ How would you rate your overall experience?
- ❖ How would you rate the value of this conference?
- ❖ How would you rate the event communications leading up to the event:



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- ❖ How do you rate the overall quality of the speakers?
- ❖ Overall, how satisfied were you with this event?
- ❖ How would you rate the quality of the networking at this event?
- ❖ How likely are you to attend our other events?

Multiple-choice questions

- ❖ How did you first hear about the conference?
- ❖ Have you attended this conference before?
- ❖ Have you attended any of our other events before?
- ❖ Did the conference meet your expectations?
- ❖ How did you learn about the conference?
- ❖ Which sponsors do you remember from the event?
- ❖ How satisfied were you with the agenda for the day?
- ❖ What factors determine your decision to attend conferences and other professional development?
- ❖ Were the date and time convenient for you?
- ❖ Did the knowledge fit your role? (Was it too high or low level?)
- ❖ Who was your favorite speaker?
- ❖ Were the sessions the right length?
- ❖ Did you participate in any of the after-conference activities? (This question applies if you hosted a dinner, networking drinks, or any parties related to your conference.)
- ❖ Did you have enough time for Q&A at the end of each presentation?
- ❖ Demographics questions - title, industry, etc.