



STAR Event Feedback Study

From international marquee events to fireside chats, from offline conferences to online webinars, an event is a critical B2B touchpoint.

What can we do?

Our Insight Partners will collect and analyze feedback about event impact on customers. We can use the assessment to make a bigger impact in real-time at the event or for future events. Use our Partners to help you make effective use of your event marketing budget.

What is the methodology?

There are two feedback aspects at events:

01

Assess real-time impact so you can reinforce what's working and change what's not.

02

Gain overall feedback on aspects like relevance, impact, and brand alignment. Such feedback is best taken right after the event.

Real-time feedback can be taken on tablets at the venue and overall feedback can be taken over email later. In some cases, phone follow-ups by your account managers or a third-party agency can drive higher participation rates.

If you have a mobile app that is downloaded by visitors, the feedback can be taken on that as well, provided an integration is possible with a feedback software tool. If you have access to additional data such as stall visitors, our Insight Partners can combine that data with the feedback for richer insights.

It's best to start planning at least 2 weeks in advance, for small events and at least 4 weeks earlier for larger ones. Our Partners can complete the impact assessment within 1-2 weeks after the event closes.

How can you use the output?

The output would be highly practical and allow you to:

- Assess the event participation effectiveness
- Make real time changes
- Make long-term strategic changes to improve future event success

For more details and a time and cost estimate, get a free no-obligation 30-minute consultation with InsightGig! [Click here](#) to get started, or send an email to contact@insightgig.com.

"Good fortune is what happens when opportunity meets with planning."

Thomas Edison