**Tips to keep in mind when crafting an event survey**

Surveys are the most effective way to solicit authentic, usable feedback while your event is still fresh in their minds. Before we dive into the actual questions, use these ways to incentivize and smooth the path for potential survey takers so that you get the responses you need to make better decisions.

**Tip #1: Keep your post-event survey short**

Five to ten questions, at most. Craft questions based on the size of your event, the audience, the venue, and — of course — what areas you’re most eager for feedback in.

**Tip #2: Start your event survey with a general question**

Ask about the overall experience first, so that lives on its own page. When the survey taker clicks “next,” the answer to that question is captured immediately, and that way you collect feedback even from people who don’t complete the entire survey.

**Tip #3: Ask your NPS questions early**

NPS, Net Promoter Score, should be first on your survey. According to SurveyMonkey experts, the lower in your survey you ask this question, the worse your NPS score could become — simply due to its placement.

**Tip #4: Limit your open-ended questions**

Questions that ask survey takers to write in their own responses are more taxing than multiple choice and are much more difficult to analyse. Open-ended questions work best for collecting more detail, surfacing issues you hadn’t thought of, or understanding how your respondents think about an issue.

Now let’s explore the types of questions that you can ask attendees, sponsors, and stakeholders on your next event survey.

**7 questions to ask your event attendees**

**1. Overall, how would you rate the event?**

Kick off your survey with an easy multiple choice question that gauges attendees’ overall experience. Have them rate your event on a scale of 1-10 or from excellent-to-poor.

**2. How likely are you to recommend this event to a friend?**

This NPS question goes beyond asking attendees whether they enjoyed themselves or not to find out if they’d bring a plus one next time (and can reveal if there will be a next time).

**3. Why did you decide to attend the event?**

It’s important to learn about attendees’ experience. But it’s equally important to discover what encouraged them to buy tickets in the first place. Was it to learn a new skill, meet like-minded people, or simply try something new?

**4. Which elements of the event did you like the most?**

This is an open-ended question that helps you understand what aspects of your event contributed to satisfied attendees’ experiences — and are worth repeating at future events.

**5. How did you first learn about the event?**

This multiple choice question will give you a better sense of how effective your marketing efforts were and tell you where to target event promotions in the future.

**6. What, if anything, did you dislike about this event?**

Asking for and accepting constructive feedback is tough. But you can’t grow your event and build upon your success without discovering the not-so-great moments in the attendee experience.

**7. Is there anything else you’d like to share about your experience?**

Nothing is more aggravating to a survey taker than taking the time to fill out your survey, then getting denied the opportunity to speak their mind. So make sure to leave one open-ended question towards the end of your survey that allows them to be heard.

**7 questions to ask your sponsors**

**1. Please rate your thoughts on the event as a whole.**

Similar to your opening question on an attendee survey, this shows your sponsors that you value their opinion as collaborators. Have them rate your event on a scale of 1-10 or from excellent-to-poor.

**2. Did this year’s event meet your expectations?**

Even if you already know your sponsors’ goals, it can be difficult to know what they were expecting from your event. This question can be a simple yes or no. But if you want them to further explain their response, include an optional open-ended response box after the question.

**3. Do you see this event having a positive impact on your business goals?**

Ask sponsors to put the benefits of partnering with you and your event into their own words. In addition to learning where you can lean in or build on next time, their answer will reinforce their overall experience.

**4. How likely are you to tell others about a sponsorship opportunity with us?**

Reframe the “would you bring a friend?” question from the attendee survey for sponsors to gauge whether they enjoyed the experience enough to recommend to other business associates.

**5. Is there anything we could have done to make your event experience easier or more convenient?**

If you want a sponsor to come back next time, it’s important to find ways to improve their experience. With this question, you’ll find out exactly what they’re continued involvement requires.

**6. What, if anything, did you dislike about this event?**

This question shows sponsors that you truly value their opinion and are open to changes for upcoming events.

**7. Will we see you again next year?**

This simple yes/no question at the end your event survey will serve as a temperature check if a sponsor is likely to invest in future events.

**7 questions to ask your board members, investors, and other stakeholders**

**1. Do you think the event met its goals?**

Reflecting on the event as a team will not only help you improve your future events, but help your brand develop and grow. This can be as a simple yes/no question.

**2. What did you most enjoy about today?**

Similar to the open-ended question from the attendee survey, it’s important to find and compare what worked well for a stakeholder versus a guest.

**3. How organized was the event?**

This is a multiple choice question, graded on a scale of “extremely organized” to “not so organized.” The responses can be helpful in identifying weak spots you might not have seen while the event was happening.

**4. What would you suggest as future growth opportunities for this event?**

Similar to attendees, stakeholders can represent the backbone of your event. Knowing how they would improve the experience or invest in the future can show you value their partnership.

**5. What, if anything, should this event stop doing?**

Again — it’s an uncomfortable ask, but it’s as important to ask stakeholders this question as it is to ask attendees and sponsors.

**6. Was the event too long, too short, or about right?**

Since stakeholders are experiencing more of the event, they can be better judges of how the event flow felt. If more of your respondents say the event was too long, that’s a sign to re-evaluate your programming.

**7. Are you interested in being a stakeholder in the future?**

If it’s a resounding “yes” then pat yourself on the back, you had a great event. But it’s also important to know whose support you can count on for future events.

**Put your survey questions into action!**