

SINGLE COMMITTEE EVENTS

Event Feedback Form

Ready-to-Use Survey Template with Analysis Guide

Irish Society of Chartered Physiotherapists

MyISCP Events Hub

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This document is part of the MyISCP Events Hub resource library. For the latest version, visit the Events Hub at myiscp.ie.

ISCP Event Feedback Form

Ready-to-Use Feedback Survey Template

HOW TO USE THIS TEMPLATE

This template provides two versions of a feedback form:

- **Digital version** - Copy these questions directly into Google Forms, Microsoft Forms, or SurveyMonkey. Instructions included below.
- **Paper version** - Print-ready form for events without reliable Wi-Fi.

The form is designed to be completed in 90 seconds or less. Research shows response rates drop by 50% for every additional minute beyond 2 minutes.

QUICK SETUP: GOOGLE FORMS (5 Minutes)

Step-by-step:

- Go to **forms.google.com**
 - Click the "+" (blank form)
 - Title: "**[Event Name] - Feedback**"
 - Copy the questions below, one by one
 - Under **Settings** (gear icon):
 - Untick "Limit to 1 response" (don't require sign-in)
 - Tick "Show progress bar"
 - Click **Send** and copy the link
 - Go to **qr-code-generator.com** and paste the link to create a QR code
 - Put the QR code on your **closing slide**
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THE FEEDBACK FORM (7 Questions)

Question 1: Overall Rating

Type: Linear scale (1-5)

Question: "Overall, how would you rate this event?"

1	2	3	4	5
Poor	Below Average	Average	Good	Excellent

Question 2: Content Relevance

Type: Linear scale (1-5)

Question: "How relevant was the content to your clinical practice?"

1	2	3	4	5
Not relevant	Slightly relevant	Somewhat relevant	Very relevant	Extremely relevant

Question 3: Net Promoter Score (NPS)

Type: Linear scale (0-10)

Question: "How likely are you to recommend this event to a colleague?"

0-6	7-8	9-10
Detractors	Passives	Promoters

NPS = % Promoters - % Detractors (Score from -100 to +100. Above +50 is excellent.)

Question 4: Most Valuable Part

Type: Short text (1-2 sentences)

Question: "What was the most valuable thing you took away from this event?"

This question gives you real quotes for social media and future promotion.

Question 5: What to Improve

Type: Short text (1-2 sentences)

Question: "If you could change one thing about this event, what would it be?"

Frame this positively - "change one thing" gets more constructive responses than "what was bad?"

Question 6: Future Topics

Type: Checkboxes (multiple choice + other)

Question: "What topics would you like covered in future events? (Select all that apply)"

Options:

- Musculoskeletal assessment techniques
- Pain management updates
- Exercise prescription and programming
- Mental health and physiotherapy
- Technology and digital health tools
- Research methods and evidence-based practice
- Leadership and management skills
- Communication and patient education
- Specific clinical area: [write-in]

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- Other: [write-in]

Customise these options based on your committee's specialty area.

Question 7: How did you hear about this event?

Type: Multiple choice (single answer)

Question: "How did you first hear about this event?"

Options:

- Email from ISCP/committee
- Colleague told me
- Social media (Facebook, LinkedIn, Instagram)
- Poster in my workplace
- WhatsApp/Signal group
- ISCP website
- Other: [write-in]

This tells you which promotion channels are actually working.

OPTIONAL ADDITIONAL QUESTIONS

Only add these if you specifically need this data. Every extra question reduces completion rate.

Speaker Rating

Type: Linear scale (1-5)

Question: "How would you rate the speaker's delivery and engagement?"

Venue Rating

Type: Linear scale (1-5)

Question: "How suitable was the venue for this event?"

CPD Value

Type: Linear scale (1-5)

Question: "How valuable was this event for your continuing professional development?"

Open Comments

Type: Long text (optional)

Question: "Any other comments or feedback? (Optional)"

PAPER VERSION (Print-Ready)

[EVENT NAME] - Feedback Form

Thank you for attending! Please take 90 seconds to complete this form. Your feedback helps us improve future events.

1. Overall, how would you rate this event?

Poor	Below Average	Average	Good	Excellent
1	2	3	4	5

(Circle one)

2. How relevant was the content to your practice?

Not relevant	Slightly	Somewhat	Very	Extremely
1	2	3	4	5

(Circle one)

3. How likely are you to recommend this to a colleague? (0-10)

Score: _____ / 10

4. What was the most valuable part of this event?

5. What would you change for next time?

6. What topics would you like covered in future events?

7. How did you hear about this event?

Email / Colleague / Social Media / Poster / WhatsApp / Website / Other: _____

Thank you! Please leave this form at the registration desk on your way out.

HOW TO ANALYSE YOUR FEEDBACK

Quick Analysis (5 minutes after collecting)

- **Overall satisfaction:** Average of Question 1. Target: 4.0+ out of 5
- **NPS:** Count 9-10 scores (Promoters) and 0-6 scores (Detractors). $NPS = \%Promoters - \%Detractors$. Target: +50 or above
- **Top themes:** Read Q4 and Q5 responses. Group into themes. What comes up more than twice?
- **Channel effectiveness:** Tally Q7 responses. Where are your attendees hearing about events?

Reporting Template

Use this format in your Event Tracking Form:

Feedback Summary for [Event Name]:

- Response rate: [X]% ([Y] of [Z] attendees)
 - Overall satisfaction: [X.X] / 5
 - Content relevance: [X.X] / 5
 - NPS score: [+/-XX]
 - Top positive feedback: [Theme 1], [Theme 2]
 - Top improvement suggestion: [Theme]
 - Most requested future topic: [Topic]
 - Most effective promotion channel: [Channel]
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TIPS FOR HIGH RESPONSE RATES

Strategy	Impact
Show QR code on closing slide and say "do it now"	+30% response rate
Send link in email within 2 hours of event	+20% response rate
Keep survey to 7 questions or fewer	+25% completion rate
Make all questions optional except Q1	+15% completion rate
Don't require email/sign-in to respond	+40% response rate
Offer incentive (raffle draw)	+10-15% response rate
Close survey after 72 hours	Creates urgency

Target response rates:

- 60%+ = Excellent
 - 40-59% = Good
 - 25-39% = Average
 - Under 25% = Needs improvement (review your collection method)
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