Post-Event Feedback Survey Guide

Comprehensive guide to collecting and analyzing event feedback

Core Survey Questions

Rating Scale Questions (1-5: Poor to Excellent)

- Overall, how would you rate this event?
- How relevant was the content to your professional development?
- How would you rate the quality of the speaker(s)?
- How would you rate the venue and facilities?
- How likely are you to recommend ISCP events to colleagues? (NPS)
- How effectively did the event meet the stated learning objectives?

Open-Ended Questions

- What was the most valuable aspect of this event?
- What could be improved for future events?
- What topics would you like to see covered in future events?
- Do you have any additional comments or suggestions?

Demographic Questions (Optional)

- Years in practice: ■ 0-5 ■ 6-10 ■ 11-20 ■ 20+
- Practice setting: ■ Public ■ Private ■ Mixed ■ Other
- Region: ■ Dublin ■ Cork ■ Galway ■ Other
- How did you hear about this event?

ISCP Event Planning Template

Setting Up Your Survey

Step 1: Create Your Survey

Use Google Forms, SurveyMonkey, or Typeform to create your survey using the questions above.

Step 2: Generate QR Code

1. Copy your survey link
2. Visit qr-code-generator.com or use the MyISCP Hub QR generator
3. Paste your link and download the QR code image

Step 3: Display at Event

- Print QR code on A4 signage and display at exit
- Include QR code on final presentation slide
- Send follow-up email with survey link within 24 hours

Feedback Collection Best Practices

- **Timing:** Send survey within 24 hours of event while it's fresh in minds
- **Incentive:** Consider offering CPD certificate upon survey completion
- **Length:** Keep survey to 5-7 minutes maximum (8-12 questions)
- **Anonymity:** Make survey anonymous to encourage honest feedback
- **Response Rate:** Aim for 40-50% response rate; follow up once after 3 days
- **Analysis:** Review responses within 1 week and share summary with team

Analyzing Feedback

Metric	Calculation	Target
Overall Satisfaction	Average rating (1-5)	4.0+
Net Promoter Score	% Promoters - % Detractors	30+
Response Rate	(Responses / Attendees) × 100	40%+
Repeat Attendance	Would attend again %	80%+