



STAKEHOLDER ENGAGEMENT TOOL

GUIDANCE SHEET 5

HOW TO GATHER PARTICIPANTS' FEEDBACK AFTER A SHERPA MAP EVENT?

Using post event surveys is fundamental for SHERPA MAP Facilitators and Monitors to create strategies for continuous stakeholder engagement improvement success. Such surveys allow to collect precious feedback from attendees to learn about their needs and expectations.

Following MAP events, it is therefore recommended that SHERPA MAP Facilitators and Monitors directly at the MAP event distribute and collect post-event assessment forms or after each event send post event surveys via email asking attendees to complete an online event feedback survey.

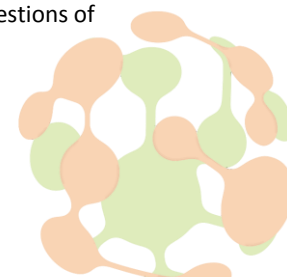
Creating online event surveys with survey software gives the ability to manage respondents and responses online with an intuitive survey management system. With an advanced online survey management system¹, MAP Facilitators and Monitors can easily upload contact information of event attendees, invite respondents to complete your online event survey with email invitations, keep track of who has responded, save partially completed surveys, send email reminders to those that have not responded, and view results in real-time.

Post event surveys often provide the most meaningful feedback. This gives attendees the opportunity to evaluate the effectiveness of various aspects of your events such as individual speakers, seminar topics, training sessions, product demonstrations, accommodations, as well as rate their overall experience with a SHERPA MAP event. The objective of post-event surveys is to determine whether the efforts MAP Facilitators and Monitors put into event planning met the expectations of target stakeholders.

To ensure the highest participation rate, it is recommended to send post event survey to attendees as soon as the event has ended, while their experiences are still fresh in their minds or even to dedicate the very last moment of the meetings to fill the survey. The most important information collected from post event surveys is whether attendees found value in the event, whether it was worth their investment of time and resources, and whether they would participate in the event again. Because these questions are so important, ask those questions early in the survey.

Below are samples of questions to ask in your next post event survey.

¹ See guidance sheet 3 on 'How to organise the registration of participants to a SHERPA MAP event' for suggestions of survey tools.



General Feedback Questions

- What were your primary objectives for the SHERPA MAP event (knowledge, networking, etc.)?
- Did the event meet your objectives?
- What could the event organizers have done differently?
- Was the location of the event suitable (travel time, convenience, etc.)?
- Compared to other similar events you have attended, how does this event compare?
- Would you participate in this event again?
- Would you recommend this event to a colleague?

Speaker Feedback Questions

- Was the session topic/-s delivered as promised?
- Were the speakers engaging?
- What were your objectives for this session?
- Did the speakers meet your objectives?
- Did the speakers include the right level of topic detail?
- What topics would you like to have seen covered?
- Can the information you gathered from this session be applied to your activity?

Here in the next page, a tailored sample post-SHERPA MAP event feedback form is provided that can be further customised as appropriate.

POST-SHERPA MAP EVENT FEEDBACK FORM

Title of SHERPA MAP event: _____

Date of event: _____ Location of event: _____

INSTRUCTIONS: Please tick your level of agreement with the statements listed below

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
1. The objectives of the event were met					
2. The MAP Facilitator/speakers were well prepared and able to answer the questions					
3. The content of the sessions was easy to follow and understand					
4. The event materials were relevant					
5. The co-creation approach was helpful and relevant					
6. The event was interactive and engaging					
7. The event length was appropriate					

8. The three things that impressed me or interested me most were ...

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9. The topics or issues that were not clear to me were ...

10. The topics that I would have liked to see included in this event are ...

11. I will recommend this event to colleagues... (Please explain why)

YES NO

12. Do you have any suggestions to improve this event?

THANK YOU FOR COMPLETING THIS FEEDBACK FORM! INPUTS RECEIVED WILL BE USED TO IMPROVE FUTURE SHERPA MAP EVENTS. THIS FORM SHOULD BE HANDED TO THE ORGANISERS AT THE END OF THE EVENT. ALTERNATIVELY, THIS FORM CAN BE SUBMITTED TO [ADD EMAIL ADDRESS].