Post-Event/Training Feedback Survey

We realize putting together a post-event survey takes time (which you likely don’t have a lot of), so to help you out, we’ve put together nine questions you NEED to ask your attendees (plus, how to structure those individual questions).

- **Overall, how would you rate the event?** *(Interval scale question from very unsatisfactory to very satisfactory)*

- **Please rate the following aspects of the event (as applicable):** *(Interval scale question from very unsatisfactory to very satisfactory)*
  - Date and time
  - Location
  - Speakers
  - Sessions
  - Food and beverages
  - Vendors

- **What did you like most about the event?** *(Open-ended question)*

- **What did you like least about the event?** *(Open-ended question)*

- **How do you think this event could have been improved?** *(Open-ended question)*

- **Was this the first time you attended one of our events?** *(Yes/no question)*

- **Based on your experience at this event, how likely are you to attend future events?** *(Interval scale question from very likely to not likely)*

- **How likely are you to recommend our events to a friend/colleague?** *(Interval scale question from very likely to not likely)*

- **Do you have any other suggestions or comments to help us improve our future events?** *(Open-ended question)*

If you have extra questions you’d like to ask your attendees, by all means, ask! It’s a great way to get honest and accurate feedback. That said, just be mindful of how many questions you ask. The longer your survey is, the less likely people are to complete it.