

Getting to Know Your Festival Visitors

Gathering feedback to drive future improvements
in visitor satisfaction and event planning



Recommendation

- Have a volunteer use a device to collect email addresses at the festival.
- Use the email addresses to send a link at the end of the day to those email addresses.
- Survey links can also be shared on the festival's Facebook page, Twitter feed, app, and website.
- Response collection options (page 3) can be used to collect email addresses, to build and send the survey, and to analyze the results.



How to Get Feedback

Method	Pros	Cons
<u>Intercept – Self Serve</u> Provide a method for visitors to share their feedback immediately (e.g. a printed survey or iPad)	<ul style="list-style-type: none">• Immediacy facilitates clearer recollection of their experiences• No interviewer required	<ul style="list-style-type: none">• Interrupts visitors' experience• May answer before completing their visit at the event• Fewer responses likely• Device required to collect feedback• Only device-savvy respondents will answer
<u>Intercept – Assisted</u> Have an interviewer take visitors through the survey at the festival	<ul style="list-style-type: none">• Immediacy facilitates clearer recollection of their experiences• Easier to target a variety of visitors• Easier to target a variety of areas around the festival	<ul style="list-style-type: none">• Interrupts visitors' experience• Interviewer may bias results (visitors asked, responses given)• Fewer responses likely• Interviewer required
<u>Online survey</u> Link emailed to visitors on the day of or day after they provide their email address at the festival	<ul style="list-style-type: none">• Ability to invite more respondents	<ul style="list-style-type: none">• Device required to collect emails at the event



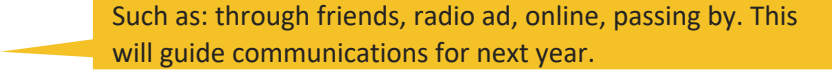

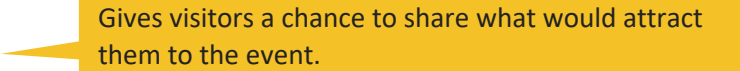
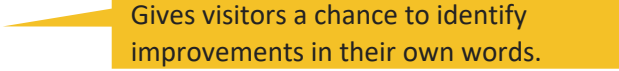
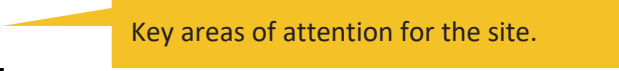
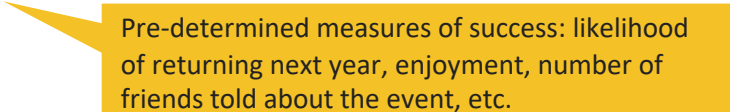


Response Collection Options

Company	Capabilities
SurveyMonkey	<ul style="list-style-type: none">• Online survey collection site• Freemium pricing model
QuickTapSurvey	<ul style="list-style-type: none">• Online and offline survey collection app• Offline survey collection companion for SurveyMonkey• Free trial available
SurveyGizmo	<ul style="list-style-type: none">• Online and offline modes (Standard license required)• Free 7 day trial available• High rating from PCmag.com
SurveyPocket	<ul style="list-style-type: none">• Online and offline modes• Free 7 day trial available

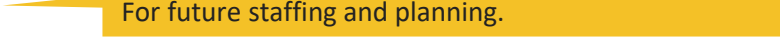



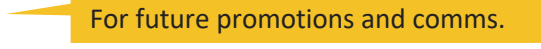
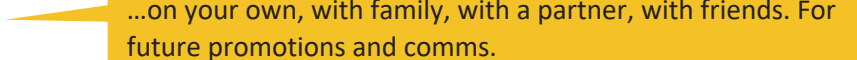


Key Feedback Questions

- Which areas and activities did you check out?  Show a map of the site with labels; list key areas and activities.
- Who are the event sponsors?  To give a measure of promotional effectiveness to the sponsors
- How did you hear about the event?  Such as: through friends, radio ad, online, passing by. This will guide communications for next year.
- What was the biggest attraction for you?  Identifies where planning dollars should be spent.
- What would add to the event next year?  Gives visitors a chance to share what would attract them to the event.
- What aspect of the event would you improve?  Gives visitors a chance to identify improvements in their own words.
- Please rate your satisfaction with the event site (layout, cleanliness, ease of navigating, parking, vendors, washrooms, etc)  Key areas of attention for the site.
- Please rate to what degree you [success metric] the event.  Pre-determined measures of success: likelihood of returning next year, enjoyment, number of friends told about the event, etc.



Key Segmentation Questions

- What was the date of your visit?  For future staffing and planning.
- Please share the first 3 digits of your postal code.  For future promotions and comms.
- How long did you stay at the [Festival]?  For future planning.
- What age group are you in?  For future promotions and comms.
- What is your gender?  For future promotions and comms.
- Did you come to the [Festival]...  ...on your own, with family, with a partner, with friends. For future promotions and comms.





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A market researcher by profession, Kimberly applies her inquisitive nature to constantly seek out objective, insightful and constructive solutions to a wide range of challenges and opportunities.

Over the past decade, she developed strategy, business, and marketing insights in the financial services industry, and is now leveraging her experience and training to help small businesses grow and evolve.

Past clients have described her work as invaluable, her strengths as multi-faceted, her approach as sincere and creative, and her character as bright and determined.

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