

Pre-Event Survey

Whether you plan on offering an in-person event, virtual or hybrid, you need to know what prospective attendees need, want and expect before you launch.

What do you do with your event in these uncharted times? Totally virtual? A hybrid offering? In person but with limited attendance? Well, to be honest, it doesn't really make much difference what you think. What really matters is how your prospective attendees view things.

The Pre-Event survey with Readex can help you get direction and feedback before making any firm commitments. High-level objectives could include:

- Get feedback on your event's format-virtual, hybrid, in person.
- Factors that will influence someone to attend or not.
- If there is an in-person component, what will attendees need for you to do so they feel safe and comfortable when on site?
- Input on content, pricing, hours, venue.
- And more!

Put our experience in question design and survey research to work for you. We're here to guide you through the entire process so that at the end you'll have information that will help you make decisions.

What Does Readex Do?

- Provide ideas on questionnaire content and work with you to design the survey.
- Set up the survey sample and conduct the online fieldwork.
- Process responses and prepare the final report.
- Post-survey call to discuss results so you and your team understand what prospective attendees have to say.

What's next?

Contact Mike Zeman, Director of Sales-Custom Surveys, to have a conversation about your situation. After gathering information from you he will be happy to provide a proposal and quote. Email Mike at: mzeman@readexresearch.com or call 651.438.8297