

Pre-Event research. Learn what prospective attendees need, want and expect before launch.



## Pre-Event Research

Conducting a survey of prospective attendees will get you direction and feedback before making any firm commitments. Use this information in combination with other feedback you have to plan the perfect event!

High-level objectives typically include:

- Get feedback on your event's format-virtual, hybrid, in person.
- Understand factors that will influence someone to attend or not.
- If you are moving back to in-person, 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 reporting 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.

Contact Mike Zeman, Director of Sales-Custom Surveys for more information about Pre-Event Research. You may contact Mike by email or phone:

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