Pacific Institute
for Climate Solutions

# EVENT EVALUATION

*For impactful climate events*



After all the work of planning and running an event, participant feedback forms can feel like a low priority. Nothing could be further from the truth. Participant feedback provides actionable insights to improve future events.

**Don’t skip this important step!**

Feedback helps measure success, understand attendee satisfaction, identify areas for improvement, and gives participants a way to share their suggestions for future events.

## TIPS TO INCREASE EVALUATION ENGAGEMENT

- **Don’t think of feedback as a burden**

  Asking participants to share their feedback and ideas for future events is an important way to build relationships and trust between event audiences and organizers. Approach the ask for feedback as a positive moment of the day—let folks know you value their opinions, and you'll be using what they share to plan for the future.

- **Make it easy**

  Use an online survey tool to collect participant feedback. Tools like Microsoft Forms, Slido, Menti and Survey Monkey offer free or low-cost options where participants can connect to forms by scanning a QR code from their phone. Online surveys are easy for participants to fill out and may automatically analyze responses for you.

- **Build in the time**

  To maximize feedback, make evaluation part of your agenda. Sending a survey link after the event or posting the QR code as participants head out the door won’t be effective. Show participants their feedback matters by providing the time and space for them to reflect and write their thoughts during the event.

- **Create an incentive**

  Use evaluations as a chance to do something fun. Pass around a plate of cookies for an end of day sugar boost or hand out tickets for a closing raffle as folks complete their forms. Even playing music can lighten the mood and energize participants as they reflect on the day and shift to thinking about what comes after the event wrap-up.

## QUESTIONS TO ASK

The key to an effective event evaluation form is to keep questions concise and focused on information you can use for reporting and future event planning. Keep things brief. Up to 10 questions is ideal, so every question included has to be valuable.

### Measure success

- Use a simple star rating to ask about attendee satisfaction
- Asking how likely they are to participate in a future event can also be a good indicator of event satisfaction
- If you have specific engagement goals, ask questions to gauge how well they were achieved.
  - Some examples: Did they gain new knowledge on X topic? What is something new they learned they'll take away with them? Did they connect with someone new they could collaborate with in future?
- Test how demographics affect event experience by asking which audience category the participant fits in
  - For example: Are they a student, professor or community member?

### Optimize future logistics

- Ask for specific insights on logistical issues like registration, venue accessibility or session timing with a question that ranks satisfaction

### Understand what they valued

- Ask what aspects of the event they valued most by ranking satisfaction for event components, such as speakers, topic and networking.

### Ask how to improve

- Include an open-ended question for what could be improved for next time
- Ask what topics or formats they would be interested in for future events

### Gather testimonials

- Ending with an open-ended question prompting further comments and reflections is a great way to gather positive feedback and quotes to promote future events and report back to funders and partners.

# FEEDBACK SURVEY TEMPLATE

Copy these questions for quality responses you can learn from right away. Use whichever survey tool works best for you, some survey platforms include SurveyMonkey, Google Forms, Microsoft Forms, etc. See an example survey here.

**① What category best describes your sector or role?**

- Academic researcher or staff
- Government/ Public sector
- Private sector
- Non-profit/ NGO
- Student
- Community member
- Presenter or panelist
- Other

**② What motivated you to join the event (Select all that apply)**

- Interest in the topic
- Speaker profile
- Dialogue or discussion opportunities
- Networking
- Building community
- Other

**③ Overall how satisfied were you with the event?**

★ ★ ★ ★ ★

**④ Please indicate how strongly you agree or disagree with each statement.**

| | Completely agree | Somewhat agree | Neutral | Somewhat disagree | Completely disagree |
|---|---|---|---|---|---|
| The event ran smoothly | | | | | |
| I made a new connection(s) | | | | | |
| I was able to contribute my perspectives & knowledge | | | | | |
| The event was collaborative & inclusive | | | | | |
| I felt my time & efforts were appreciated | | | | | |

**⑤ Is there a new learning or valuable take away you gained today? If so, please tell us more about it.**

## FEEDBACK SURVEY TEMPLATE (CONT)

⑥ **Is there something that did not go well or suggestions you have for improving future events?**

⑦ **Do you have suggestions for future events? (For example, topics, speakers or formats you'd like to see)**

⑧ **Would you join one of our events again?**

- Yes
- No
- Maybe

⑨ **Is there anything else you would like to share?**