Evaluation: Overall Conference Evaluation

The Net Promoter Score (NPS) model is based on "One Ultimate Question" to help determine a respondent's brand loyalty and/or satisfaction with a product (ex: an event).

Q1: One Ultimate Question (NPS)

- **Q1 sample One Ultimate Question (NPS):** "Based on your experience how likely would you be to recommend {event name} to a peer or colleague?"

- **Q1 response options:** 0 – 10 rating option (not at all likely to very likely)

Q2: Net Promoter Score follow-up

Based on the rating (0-10) selected by the respondent, one of the following open-ended response questions is offered to the respondent:

- **Q2a – sample NPS follow-up question (response of 9 or 10):** "What, specifically, would you tell someone why they should attend {event name}?"
- **Q2b – sample NPS follow-up question (response of 7 or 8):** "What would it take for you to rate the {event name} a ten (10)?"
- **Q2c – sample NPS follow-up question (response of 0 through 6):** "What was missing or disappointing in your experience during {event name}?"

- **Q2 response options:** Qualitative/Narrative only

Q3: Key Drivers

Key drivers allow participants to rate key aspects of your event on a 1-5 scale. On the analysis end, depending on your tool, key drivers can be correlated to a respondent's NPS score, showing which parts of your meeting/event to focus on to improve your NPS.

- **Q3 sample key driver question:** "How would you rate the {event name} in the following areas?"

- **Q3 sample key driver rating response options (1 - Very dissatisfied, 2 -Dissatisfied, 3 - Neutral, 4 - Satisfied, 5 - Very Satisfied & Not Applicable):**
  - Destination/Location
  - Educational breakout session content
  - Keynote/General session content
  - Networking opportunities
  - Quality of exhibitors
  - Social events
  - Value for the money

Q4: Influencers

Influencers are different from key drivers in that they are not scored (traditionally multiple select), and they are not correlated to an NPS score. Influencers should be asked AFTER the key drivers.

- **Q4 sample key influencer question:** "What factors influence you most when deciding if you want to attend the {event name}?"

- **Q4 sample key driver rating response options (multiple select):**
  - Event dates
  - Destination/Location
  - Networking and Social events
  - Keynote/General sessions
  - Educational breakout session
  - Cost of travel
  - Cost of hotel
  - Cost of conference registration

Q5: Marketing

- **Q5 sample marketing question:** "How did you first learn about the {event name}?"

- **Q5 sample key driver rating response options (single select):**
  - Attended a previous year conference
  - Colleague
  - Email
  - {Organization} website
  - Social Media (ex: LinkedIn, Twitter, etc.)
  - Search Engine (Google, Bing, etc.)
  - Other (text box)

Q6: Anything Else

- **Q6 sample anything question:** "Is there anything else you would like to share with us?"

- **Q6 response options:** Qualitative/Narrative only