Event Management with VerticalResponse Surveys

It's pretty clear what you use the VerticalResponse Survey application for (hint: for surveys). But here's why it's so important to your business's success. Asking questions of your customers and prospects is the best way to learn how satisfied customers are with your products/services and what kind of changes you should make to your business in the future to increase your sales and grow your business.

And now, you can use surveys for more than just asking people what they think of your company and its wonderful products / services. In this short paper we're going to focus on one of these other options – managing an event.

You can use our survey application to collect RSVPs and ask people about their preferences / needs going into the event. This can help you prepare for the right head count and ensure things go smoothly for all attendees.

Though our survey tool cannot be used to collect fees from registrants, it can be used in conjunction with a payment tool (just redirect people to the survey after they pay or link to the survey from the payment thank you page and in the thank you email) or to completely manage the sign-ups for a free event. We even have two survey templates written specifically for this purpose.

To get started, go to *Surveys > New Survey*. Then:

1. Give your survey a name for your own reference.

2. Select "*Use a pre-made template*" and select *Organizations/Event Planning* from the left column. There are two event management templates here, select the one that works best for your event.

3. Choose a "*Traditional*" survey type.

4. Unless you want to limit potential registrants to only the specific people you invite via a VerticalResponse email, choose to allow *"Both invited & anonymous participants."* With this option we'll provide you with a link that you can place on your website or redirect people to as part of the event registration process.

5.   Select '*To Get Notifications'* showing how many people have taken the survey as often as you want to receive those notices. Set an *Exit Redirect* to a page on your website. A good approach is to create a thank you page on your website where you can send people when they're done.

6.   Move on to *'Next'* and build your questions (*see below for example questions*).

Once you create your questions and take the survey live, you can access reports that let you see summaries of how everyone responded. You can also drill down to the answers provided by individual respondents.

To learn more about the different features of the survey application, download our Step-by-Step Guide to Surveys or visit help.verticalresponse.com/surveys. To see some example questions you might ask in your own event management "survey" take a look at the following:

Are you planning to attend our San Francisco event?

○   Yes, I will attend.

○   Maybe, I'm weighing my options.

1. Are you planning to attend our San Francisco event? *
   ○ Yes, I will attend.
   ○ Maybe, I'm weighing my options.
   ○ No, I can't make it.

If you attend, will you be bringing a guest? If so, how many? You can bring up to 3.

○   Just Me!

○   1

○   2

○   3

We'll be offering several options at lunch. Which of these do you prefer?

○   Roast chicken with smoked bacon and potato terrine

○   Fillet of salmon wrapped in filo pastry, parsley mashed potatoes & purple sprouts

1.866.6VERTICAL
501 2nd St. Ste. 700
San Francisco, CA 94107
www.verticalresponse.com

Twitter.com/VR4SmallBiz
Twitter.com/SupportVR

Save a Tree - Please Don't Print Me.

Don't have a VerticalResponse account? Get one now!   Copyright © 2010 VerticalResponse, Inc.   **2**

◯   Pork belly, cabbage parcel stuffed with barley & root vegetables

◯   Pumpkin & amaretti risotto with browned sage butter

We validate parking in the Hotel garage! Will you need parking or will you be arriving via public transit?

◯   I'll be driving.

◯   I'll be bussing, training, walking, biking, or hang gliding to the event.

Anything else we should know before the event?

[Respondents can type in whatever answer they want]

Managing events with VerticalResponse Surveys is easy, so log in to your account and get started. We provide two event management templates for local and regional events to make it even easier.