SAMPLE STAFF QUESTIONNAIRE

NOTES:

- THIS SURVEY TEMPLATE IS DESIGNED TO BE A STARTING POINT TO ASSIST YOU IN DEVELOPING YOUR OWN EFFECTIVE STAFF SURVEY.
- REMEMBER: ONE OF THE MOST IMPORTANT ASPECTS OF CONDUCTING A SURVEY IS TO FIRST MAP OUT YOUR RESEARCH OBJECTIVES.
- THE RECOMMENDED METHODOLOGY IS TO CONDUCT THE SURVEY ONLINE, EMAIL SURVEY INVITATIONS TO EACH STAFFER WHO WORKED AT/ATTENDED THE EVENT WITHIN 5 DAYS AFTER THE CLOSE OF THE EVENT AND THEN REMINDER EMAILS TO NON-RESPONDENTS 4 BUSINESS DAYS LATER, AND POSSIBLY ANOTHER REMINDER IF YOUR RESPONSE RATE IS LESS THAN 25%.
- A SURVEY APPLICATION WITH BRANCHING CAPABILITIES IS RECOMMENDED.

For assistance in developing your survey or conducting your research:
Joe Federbush at joe.federbush@evoliomarketing.com

---

1. Rate how much you agree or disagree with each of the following statements about the **overall value** of participating in [EVENT NAME].

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
The event was a good use of our company's time and money	○	○	○	○	○
The event was a good use of my time	○	○	○	○	○
We attracted the right type of people to [exhibit, activity, etc.]	○	○	○	○	○
Visitors seem more likely to purchase our products as a result of what they saw and learned about	○	○	○	○	○

2. **[ASK ONLY AMONG SOMEWHAT DISAGREE AND STRONGLY DISAGREE RATINGS]** What's the reason for your rating?

© 2024 EVOLIO Marketing. All Rights Reserved.

3. Please rate the following aspects of the **pre-event activities:**

	Excellent	Very Good	Good	Fair	Poor	Not Applicable
Pre-event communications	○	○	○	○	○	○
Responsiveness to questions and info requests	○	○	○	○	○	○
Ease of approvals for demos, content, etc.	○	○	○	○	○	○

4. **[ASK ONLY AMONG FAIR AND POOR RATINGS]** What is the reason for your rating?

5. Please rate the following aspects of the **exhibit and activities**:

	Excellent	Very Good	Good	Fair	Poor	Not Applicable
Location of exhibit	○	○	○	○	○	○
Layout of exhibit	○	○	○	○	○	○
Booth design/attractiveness	○	○	○	○	○	○
Dress code/apparel	○	○	○	○	○	○
Traffic flow (ease of visitor movement)	○	○	○	○	○	○
Ease of scheduling meetings	○	○	○	○	○	○
Ease of cross-selling/Knowing who and what were in our booth	○	○	○	○	○	○

© 2024 EVOLIO Marketing. All Rights Reserved.

For more information, contact Joe Federbush joe.federbush@evoliomarketing.com

6. **[ASK ONLY AMONG FAIR AND POOR RATINGS]** What is the reason for your rating?

7. Please rate the following aspects of the **product demonstrations and presentations**.

	Excellent	Very Good	Good	Fair	Poor	Not Applicable
Hardware/demo devices provided	○	○	○	○	○	○
Effectiveness of demos/content	○	○	○	○	○	○
Mix of products/solutions represented/demonstrated	○	○	○	○	○	○
Demo setup process	○	○	○	○	○	○

8. **[ASK ONLY AMONG FAIR AND POOR RATINGS]** What is the reason for your rating?

9. Approximately how many people visited your demo station or the area(s) you were responsible for:

   _____

   ○ Not applicable

10. In total, approximately how many demos or presentations did you give during the course of the event?

    _____

    ○ Not applicable

© 2024 EVOLIO Marketing. All Rights Reserved.

For more information, contact Joe Federbush joe.federbush@evoliomarketing.com

11. Please rate the following aspects related to the **overall quality of visitors, conversations, qualified leads, and meetings**:

	Excellent	Very Good	Good	Fair	Poor	Not Applicable
Connected with our key targets	○	○	○	○	○	○
Spoke with existing customers	○	○	○	○	○	○
Spoke with high quality prospects	○	○	○	○	○	○
Quality of leads captured	○	○	○	○	○	○
Number of meetings	○	○	○	○	○	○
Availability of meeting rooms/meeting space	○	○	○	○	○	○

12. **[ASK ONLY AMONG FAIR AND POOR RATINGS]** What is the reason for your rating? {FAIR OR POOR RATINGS ONLY}

13. In total, approximately how many customer/prospect/press meetings did you have during this event?

    _____

    ○ Not applicable

14. Please rate the following aspects related to **staffing:**

	Excellent	Very Good	Good	Fair	Poor	Not Applicable
Number of staff on duty	○	○	○	○	○	○
Length of shifts	○	○	○	○	○	○

© 2022 EVOLIO Marketing. All Rights Reserved.

For more information, contact Joe Federbush joe.federbush@evoliomarketing.com

Scheduling of shifts	○	○	○	○	○	○
Right mix of staff-types (i.e., technical, sales, marketing)	○	○	○	○	○	○

15. **[ASK ONLY AMONG FAIR AND POOR RATINGS]** What is the reason for your rating?

16. Please rate the following aspects related to **travel**:

	Excellent	Very Good	Good	Fair	Poor	Not Applicable
Hotel accommodations	○	○	○	○	○	○
Ease of booking travel	○	○	○	○	○	○

17. **[ASK ONLY AMONG FAIR AND POOR RATINGS]** What is the reason for your rating?

18. Was there something missing from the exhibit that should have been represented?

19. Was there something in the exhibit that had little traffic or didn't need to be there?

20. For classification purposes, what is your job role?
    [insert appropriate answer choices for types of staffers and their roles, i.e., executive, marketing, sales]

21. How many times have you participated in [EVENT NAME] event previously?
    First time
    1
    2 to 3
    4 to 5
    6 to 10
    More than 10

22. Please provide any additional comments:

OPTIONAL: Name _____
O Please contact me to discuss my responses.

© 2022 EVOLIO Marketing. All Rights Reserved.

For more information, contact Joe Federbush joe.federbush@evoliomarketing.com