



CASE STUDY

TRUMontréal

Doubled their usual SurveyMonkey response rate

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Organizers of conferences and workshops need a way to gather attendee feedback to measure success and plan for future events. For the team at TRUMontréal, a meeting for recruiters and HR professionals, ExperienceStream has proven to be just the ticket.

“We were looking for a tool so that we could survey people right at the workshop,” says organizer Sandrine Théard of the company Les Sources Humaines. “It’s too late to send out a survey after the event.”

On-site feedback generates more data

Previously, the team emailed attendees the morning after the workshop and asked them to answer a few questions using SurveyMonkey. However, only about 15 percent of the participants responded, leaving TRU with a dearth of data to plan future sessions.

This year, they placed an ExperienceStream kiosk at the back of the meeting room and invited participants to take two minutes to tap their feedback.

Questions and Results

At the ExperienceStream kiosk, some of the questions posed to attendees included:

- 1) Do you plan to attend the workshop in the future?
- 2) What was your overall impression of the day?
- 3) What format do you prefer for the event – discussion, workshops, professional learning, networking or all of these?

TRUMontréal received twice as many responses as they normally do. Théard plans to continue using ExperienceStream to gather feedback at future events. This will ensure that the workshop meets the needs of participants and helps them hone their professional skills.

The Bottom Line

“The rate of response at the ExperienceStream kiosk was excellent. More than 30 percent of attendees answered, double the usual response using SurveyMonkey”.

Sandrine Théard
TRUMontréal Recruiting

