



The Success of Staff & Stakeholder Surveys

Constellation has seen tremendous success from the “Staff & Stakeholder” Survey, a method that provides a company with direct feedback from the people involved with the event. This post-event survey provides the staff with the opportunity to report on the quantity and quality of participants, how the company compared to the competition, how well the staff performed, specifics such as high-ranking guests seen at the event and a host of other performance variables. More importantly, the staff can provide suggestions for future improvement and tactics for the show. Because the survey is anonymous, staff members are free to recommend significant changes, such as discontinuation of an event or significant downsizing when warranted.

Surveys are sent out by the trade show manager via email and usually garner a 30-40% response rate. The results are analyzed and a report is provided to the trade show manager that is ready for distribution to others, including upper management. The results are also aggregated into an annual performance tracking database utilized for quarterly and annual analysis and reporting.

A testimony to the value of the Staff & Stakeholder Survey is the importance placed upon them by trade show managers who use them. One trade show manager sent the following plea to the staff of a recent show. “I really need your feedback to gauge what size the exhibit should be for next year, as well as what worked, what didn't, and what needs improving. Budgets are always under scrutiny, so if this event was important to you.....please complete this survey! Many thanks.” Our clients rely upon this information. It's hard to argue with rock-solid responses from the company employees who witnessed the action first hand and know the value derived from participation.

For information on getting started please contact:

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