

## **MeetingMetrics' End-to-End Return On Event Solution – Nine Specialized Meeting Survey Services**

### **Measures Attendees' Pre-meeting Needs, In-meeting Feedback and Post-meeting Results Including ROI**

**Pre-meeting Discovery Survey** – Qualitative survey collects the views of both prospective meeting attendees and meeting owners in their own words - key information used to formulate custom questions for inclusion in the Pre-meeting Baseline Survey.

**Pre-meeting Baseline Survey** – Quantitative census survey to validate the results of the Discovery Survey, establish a quantitative baseline of pre-meeting levels and identify the needs and priorities of prospective meeting attendees to insure on-target meeting content and design.

**Pre-meeting Pulse Survey** – A short survey with key questions sent 2-3 months before the meeting as a “reality check” on meeting content, style, etc.

**Onsite, Online Session Evaluation Survey** – A streamlined, low-cost, green solution that delivers session ratings and speaker evaluation reports in real-time 24/7 from the Online Report Center. Meeting participants access the online questionnaire 24/7 using their PDA, notebook or any available computer to complete as many session evaluations as desired and return as often as they like. CE is built-in.

**Post-meeting Benchmark/Evaluation Survey** - Measures and reports post-meeting results of attendees' satisfaction, views, learning outcomes, post-event intentions, goals and needs. Comparisons with pre-meeting benchmark question results show the Return on Event (ROE) of the meeting. Reports of C-level presentation quality are available in the Online Report Center\* with a few clicks.

**Post-meeting ROI Survey and Reporting** – Unique, industry leading online ROI survey and automated reporting system produces easy to read “One Click” executive-level reports for C-level presentations of event ROI and Participant ROI. Developed with, and endorsed by, the ROI Institute,

**MyROI** - a unique participant ROI service available to event sponsors and education program organizations for providing MyROI reports to event and education program participants. Includes all five levels of the ROI Institute impact value chain.

**Exam Services for Continuing Education Programs (CME, CLE, etc.)** – Pre-/Post-event knowledge testing, tracking of learning outcomes and online, real-time correct answer reports for groups and accrediting agencies. Confidential, individual reports delivered automatically to test-takers in minutes.

**Open Survey Types** – A variety of custom surveys can be created including exhibitor and trade show surveys, hosted buyer and virtual/hybrid event surveys, customer and employee surveys, dealer/distributor, channel partner/franchisee surveys, end-user surveys, association membership surveys, etc.

\*All MeetingMetrics surveys use the versatile real-time Online Report Center to generate “One Click” summary reports and a variety of specialized custom meeting and education event reports. The system provides integrated benchmark tracking of meeting results for single and multiple events.

**For more information, contact MeetingMetrics at 212-426-2333 (718-614-4407 – mobile) or [Kerns@meetingmetrics.com](mailto:Kerns@meetingmetrics.com)  
[www.meetingmetrics.com](http://www.meetingmetrics.com).**