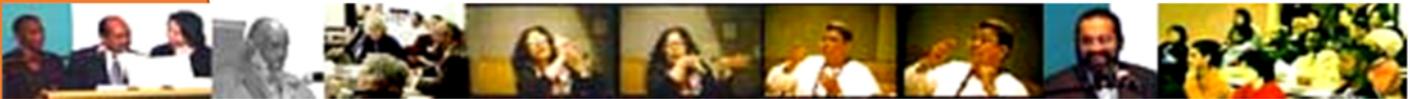


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PROMO EVALUATION

Outreach, Public Service & Other Events

Use this sample promo outreach evaluation as a quick way to get event attendees to give feedback on their experience. The questions and assessment measures are suggestions which can be changed to suit your needs. More than five questions may be burdensome to customers.

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Urban Studies & Planning MIT '91, '02, Global Strategy & Innovation MIT Sloan '12*



EI PROMO OUTREACH EVALUATION BY USER

Date: _____

Your evaluation will help us plan future promotion events. Please write clearly.

1. Why did you sign up for this promotion event?

2. What did you find most helpful? Why?

3. What did you feel was missing from the event?

4. Where did you find yourself spending the most time?

5. What kinds of things would you like to see in future promotion events?

Other comments:



EI ASSESSMENT: MEASURING PROMO OUTREACH OUTCOMES

Numbers across top indicate the week of the promotion, the number of first time customers, and the number of returning customers.

Name of Event: _____ Date: _____

Promo\Outreach Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14
New Customers														
Continuing/Return Customers														
Total Customers														

Outreach program summary problems, solutions, notes; add Promo Evaluation to this form for future planning.

Evaluation Responses	Majority Responses	Second Majority
1) Why did most participate?		
2) What did consumers find helpful?		
3) What did they feel was missing?		
4) Where spend the most time?		
5) Requested future outreach promos?		
Other Comments		
1)		
2)		
3)		
4)		
5)		