



EVENT SURVEYS AND ATTENDEE FEEDBACK PDF GUIDE

Event Survey and Attendee Feedback Guide

A practical Event Surveys and Attendee Feedback PDF guide with planning questions, attendee feedback examples, AI prompt ideas, connected article recommendations, and a quick action checklist.

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INSIDE THIS GUIDE

- A clear overview of event surveys and attendee feedback and why it matters for better feedback.
- Survey planning questions shaped around event surveys, live polling, trade show feedback, webinar surveys, event planning, and virtual event follow-up.
- AI prompt ideas for planning, question writing, response review, and next-step decisions.
- Connected SurveyLegend articles for deeper reading.
- A quick checklist for turning the category into useful questions and decisions.



What this category covers

Event surveys and polls help you plan smarter, engage people during the experience, and learn what to improve afterward. Here you'll find guides for live Q&A, trade shows, webinars, event planning, and attendee feedback.

USE THIS CATEGORY WHEN YOU WANT TO

- Understand event surveys, live polling, trade show feedback, webinar surveys, event planning, and virtual event follow-up without jumping between unrelated resources.
- Find practical examples and article paths before building a survey.
- Turn a broad category into clearer questions, audiences, and next steps.

START WITH

10 Best Live poll Tools for Hosting Q&As at Events, How To Create a Trade Show Exhibitor Survey & Questions To Ask, and How To Create a Successful Webinar Survey & Questions To Ask.

THE FULL ARTICLE SET EMPHASIZES

event, experience, attendee, webinar, live, and poll.





Starter survey question ideas

PLANNING QUESTIONS

- What decision should this survey or feedback project support?
- Which audience can give reliable feedback about event surveys, live polling, trade show feedback, webinar surveys, event planning, and virtual event follow-up?
- What would a useful answer help you improve, compare, or explain?

QUESTION IDEAS

- What matters most to you when thinking about event surveys, live polling, trade show feedback, webinar surveys, event planning, and virtual event follow-up?
- What has been difficult, unclear, or missing in your experience?
- What should we change first, and why?





AI prompt ideas for event surveys and attendee feedback

Use these with your preferred AI tool to create a first draft, then edit the output for your event type, audience, brand voice, and privacy needs.

BEFORE YOU USE THEM

- Replace bracketed details with your event type, audience, timing, and main decision.
- Ask for plain language, neutral wording, and a useful mix of rating, multiple-choice, and open-ended questions.
- Review every output before publishing so the survey feels human and the answers will be useful.

COPY-READY PROMPT IDEAS

- Create a pre-event survey for [event type] attended by [audience]. Help us understand expectations, session interests, dietary or access needs, and what would make the event valuable. Include 10 clear questions.
- Create live poll and Q&A questions for a [session topic] session. Include quick polls that boost participation, one knowledge-check question, and open questions a moderator can use during the event.
- Create a post-event attendee feedback survey for [event type]. Measure content quality, speaker value, logistics, networking, overall satisfaction, and likelihood to attend again. Include rating scales plus follow-up questions.
- Create an exhibitor feedback survey for [trade show or conference]. Ask about booth traffic, lead quality, attendee fit, venue logistics, ROI, sponsor value, and what should change before the next event.
- Create a webinar feedback survey for [webinar topic]. Ask about registration, audio/video quality, presenter clarity, content relevance, interaction, and what topic attendees want next.





From category to action

FIVE-STEP WORKFLOW

- Start with one decision or learning goal, not a loose list of questions.
- Choose the audience segment that can answer from real experience.
- Use closed questions for comparison and open-ended questions for context.
- Group answers by patterns such as needs, objections, behaviors, and priorities.
- Turn the strongest pattern into an improvement, test, message, or follow-up survey.

QUALITY CHECKLIST

- Can someone act on the finding without reading every raw response?
- Do you know which audience group the finding applies to?
- Does the result connect back to the original decision?





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Resources

Recommended reading

Use these connected SurveyLegend articles when you want to go deeper into event surveys and attendee feedback.

10 Best Live poll Tools for Hosting Q&As at Events

Live polling tools turn passive audiences into active participants by enabling real-time Q&A, voting, quizzes, and feedback during events. Using smartphones, atte...

How To Create a Trade Show Exhibitor Survey & Questions To Ask

Trade show exhibitor surveys are essential for gathering feedback, improving event quality, and increasing exhibitor satisfaction. This guide explains how to desi...

How To Create a Successful Webinar Survey & Questions To Ask

Webinars continue to fuel successful marketing initiatives and learning platforms. But not all webinars are created equal. If you've attended a virtual event in t...

How To Use an Employee Experience Survey To Improve the Workplace

Who doesn't love pizza paydays, standing desks, nap pods, and "bring your dog to work day"? Many companies have initiated these types of perks in order to improve...

How to Create an Event Planning Survey + Template & Questions

Whether you're planning a corporate conference, a hobbyist convention, an outdoor music festival, or an indoor party, event planning requires a lot of organizatio...

READY TO BUILD YOUR SURVEY?

SurveyLegend helps you create beautiful surveys, forms, and polls, collect responses across devices, and turn feedback into better decisions.

Visit category hub

Create a free survey

