# **Post-event participants survey**

# **Small businesses’ digital uptake action**

## **Purpose:** To determine one small action that businesses are committed to taking after an event

## **Timing:** During or immediately after the event

**Purpose of the survey**

Thanks for attending our event. We want to encourage attendees to take further action to increase their digital awareness and skills as a result of attending events such as these.

Please answer the questions below.

The results will help us to:

* Increase our own awareness about the impact digital has on our clients/members, and have the networks and sufficient knowledge to provide sound digital advice or point you to experts/people who do.
* Identify the best ways to support positive changes in behaviour,; leading to behaviour change being sustained and not just short-term.
* Determine what we can do to advocate for digital change, e.g. proactively sharing digital advice with clients and a wider audience.
* Shape the format and content of future events to enable action.
* Lift the “digital” potential and effectiveness of events.
* Encourage wider and more productive networking for our members/clients.

# **Survey**

|  |  |
| --- | --- |
| **Question** | **Answer** |
| How did you find the event? |  |
| What parts of the event did you particularly find useful? |  |

On a scale from 1 to 5, 1 meaning “I totally disagree” and 5 meaning “I totally agree”, how much would you agree with the following statements?

|  |  |  |
| --- | --- | --- |
| **Statement** | **Rating** | **Reason** |
| *[Your business and expectations]* |
| 1. I’m strongly interested in digital options and how they can benefit my business.
 |  |  |
| 1. I’m already investing a considerable amount of time or money in digital technology.
 |  |  |
| *Please note what type of technology you are currently using and how useful you are finding it:* |
| 1. I have already replaced many non-digital systems/processes with digital ones
 |  |  |
| 1. I know a lot of people who can advise and support me in growing my digital capability.
 |  |  |

|  |  |  |
| --- | --- | --- |
| **Statement**  | **Rating** | **Reason** |
| [The event you attended]Why did you give it that rating?*[if rating is 1-3]* How could it have been better?*[if rating is 4 or 5]* Why was it good? |
| 1. The way technology was used boosted the value and effectiveness of the event.
 |  |  |
| 1. The speakers covered topics that are of value or important to me and my business.
 |  |  |
| 1. The speakers presented the topics in a way I could relate to.
 |  |  |
| 1. Following the event, I’m more informed about digital technology.
 |  |  |
| 1. The event provided me with information to make more informed digital choices for my business.
 |  |  |
| 1. I met people who can help me with my business.
 |  |  |
| 1. I had plenty of opportunity to interact with and talk to other attendees.
 |  |  |
| 1. I was able to ask the questions I wanted.
 |  |  |
| 1. I intend to apply the things I learnt to my business.
 |  |  |
| *[if rating is 4 or 5]* How are you intending to do this? What are you intending to do? |

|  |  |  |
| --- | --- | --- |
| **Statement** | **Rating** | **Reason** |
| *[if rating is 1,2,3]* Why don’t you intend to do this? |
| 1. I intend to look further at digital options.
 |  |  |
| 1. I intend to invest in digital technology.
 |  |  |
| 1. I intend to replace non-digital systems/processes with digital ones.
 |  |  |
| 1. I intend to try new technology I learnt about.
 |  |  |
| 1. I intend to get in touch with people I met to grow my digital capability.
 |  |  |
| 1. I intend to share the things I learnt with others.
 |  |  |