

Conference Evaluation Services

The Conference Evaluation Service provides the conference leadership with the following:

1. Create evaluation packages (evaluation forms in envelopes by event),
2. Have every participant complete the evaluation forms immediately following the sessions they attend, and
3. Have those evaluations collected and audited during the conference.



OUTCOMES:

1. Dramatically improve the return-rate of evaluations over delayed online evaluation services.
2. Enable the conference leadership to have available SAMPLE results during the conference.
3. Provide the opportunity for Conference Staff, Sponsors, Vendors, Exhibitors, Presenters, and Participants to share in results of special interest to them - during and shortly after the conference.

PROCESS:

1. *QWLC* works with the Conference Leadership to create tailored evaluation tools and documents (including an overall conference evaluation, session evaluations, exhibit evaluations, with appropriate demographics, etc.). Evaluation forms are limited to between 12 and 16 items.
2. *QWLC* provides Conference announcement materials for the use at all podium presentations.
3. *QWLC* prints and distributes session evaluations to room monitors for completion and return.
4. *Conference Staff* provides space (normally exhibit space) that permits distribution and collection of evaluation packages. Conference "volunteers" may be used to identify SAMPLE data during the conference to meet immediate decision-making interests.
5. *QWLC* completes the comprehensive input and analysis of ALL evaluation materials.
6. *QWLC* prepares special optional reports geared to the needs of identified recipients. The Conference Staff will decide in advance and approve the use of any schedule for fees related to special requests.
7. *QWLC* disposes through a GREEN provider the recycling of all source documents unless source documents are to be returned to a designated representative.

RESOURCES:

The simple equation is: (Number of Expected Participants x Number of Participant Events) x \$.75 = All-inclusive Conference Evaluation Fee. The resulting report, with recommendations, will be delivered within 14 days in a single bound hard copy with an electronic copy for distribution as determined by Conference Leadership.

SAMPLE: 400 Participants X 4 Sessions + 1 Overall or 5 Events = 2,000 x \$.75 = \$1,500