



Survey On The Spot
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451 Marketing

"In partnering with the Boston Business Journal to create a social media presence at events like Pacesetters, our goal is two-fold - to generate social media buzz and collect data on attendees' readership and media consumption habits. Survey On The Spot allows us to integrate our polls seamlessly with our presentation at the booth. Guests find the iPad interface intuitive and easy to use, and the platform allows for instantaneous data collection and user turnover.

Problem:

Guests at networking events tend to think of surveys as:

- Inconvenient to fill out (Dread of process)
- Sources of spam (Strings attached)

Another piece of paper to throw away (Waste of paper and \$)

How Survey On The Spot helped:

At the Pacesetters event in April, we used three iPads and an iPod loaded with Survey On The Spot at our booth. In order to incentivize participation, we offered bottles of company-branded hot sauce to everyone who completed the survey. All participants were also entered into a raffle to win a new iPad 2 when they finished.

Information Gathered:

- Attendees' relationship with/opinions of the BBJ
- Preferred news sources
- Contact information and optional newsletter signup

Key Factors:

- Sleek interface attracted more attendees
- Instant collection of metrics
- Mobility offered by iPad/iPod
- Swift turnover upon survey completion

How other conference and events can use Survey On The Spot

By implementing Survey On The Spot, companies running events can:

- Greatly improve attendee feedback rates
- Learn more about the daily operations of the event venue across multiple locations
- Gain insights into how well the service is operating immediately
- Receive instant management alerts if an attendee experiences an issue

- Strengthen their email marketing list and lead generation