



**Survey On The Spot**  
14 Buswell Park, Newton, MA  
02458

Phone: 888.330.7118  
Email:  
sales@surveyonthespot.com

twitter.com/surveyonthespot  
surveyonthespot.com/blog

## **MAC Meetings & Events**

"We use Survey On The Spot to gather participant evaluations after events. We currently are using Survey On The Spot and Apple iPads on four mobile event trucks for one of our clients, a Fortune 100 company.

After each presentation on the mobile truck our attendees are given an iPad to fill out a quick event survey using Survey On The Spot. Since the iPad and Survey On The Spot can connect immediately via 3G, we are receiving reporting information quicker and with more accuracy."

### **Problem**

#### **MAC Meetings & Events needed to:**

- Radically improve response rates for attendee feedback
- Gain immediate feedback from event participants
- Generate this feedback without the need for a reward

### **How Survey On The Spot helped**

The first mobile event truck started collecting feedback in September, 2010. The two drivers initially used iPhones and smartphones to capture feedback. The surveys were immediately available at MAC Meetings headquarters in St. Louis. After initial positive feedback from their Fortune 100 client, MAC ordered 20 iPads and distributed them to four event trucks. The final three trucks went live with 5 iPads in January, 2011.

### **Gather vital information:**

- Capture name, company, title and email address of attendees
- Capture specific product interests
- Capture desire to be contacted by salesperson and timeframe of upcoming project

### **Other observations:**

- Automated weekly report delivery keeps performance top of mind
- Survey On The Spot delivers measurable results\*
- Surveys received during each event
- Capture contact information for sales team and email marketing list
- Receive 100s per month per van
- Attendee incentive costs to encourage taking surveys: \$0

### **How other event venues can use Survey On The Spot**

By implementing Survey On The Spot, event management companies 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

