



## Conference Follow-up With Online Surveys - How to Web

### About the event

How to Web is a business and technology conference that takes place yearly in Bucharest, Romania. The main focus of this event is to spotlight Eastern European technology experts who aim to become successful business startups. The conference schedule includes panels over various topics, as well as workshops for participants and presentations held by over 30 international speakers in the industry. How to Web is intensely covered in the new media, both locally and worldwide.

### Issue

With a chain of new startups always at the door, organizing the conference is a challenge every year. The professionals at How to Web strive to leave the best image each time and use various internal metrics to help making the events scalable. Post-event feedback is particularly useful for improving future experiences. How to Web team needed a handy online tool for collecting insights from attendees. They wished to create surveys to be disseminated both online and through printed flyers. These ought to be easy to fill in and request as little time as possible.

### 123ContactForm solution

With 123ContactForm survey builder, How to Web team was able to create the post-event feedback questionnaire in just a couple of minutes. They inserted fields to evaluate each section of the conference, customized the color scheme to fit their own profile and afterwards simply copied the link provided. They shared the survey link with the participants in the follow-up email. The URL of the form was also printed on the personalized post-event flyers that each attendee received, so that they would be reminded to fill it in.

After publishing the survey, the team came back to their 123ContactForm account several times to check the reports on submissions.

### Tools used and overall payoff

- Surveys with advanced fields
- Custom themes
- Reports.

The survey has reached its intended audience and brought relevant insights for the organizing crew. All the same, participants felt valued, as their opinion mattered - another plus for How to Web!

## TESTIMONIAL

*"We needed feedback forms for our conference. 123ContactForm is easy to use, very intuitive and didn't take me a lot of time to figure out how things had to be done. Saved a lot of time... and probably quite some money too!"* (Monica Obogeanu, Editor, How to Web - [how-to-web.net](http://how-to-web.net))

## Summary

1

ISSUE



2

SOLUTION



3

PAYOFF

The organizers of How to Web conference needed to carry post event feedback surveys. They were seeking for an online tool to create the questionnaire and disseminate it, as well as to make it easy for attendees to fill in and pass submissions over.

With 123ContactForm the busy team of How to Web created the feedback survey with ease. Every participant received the link to the page where it was hosted and could send valuable insights in just a couple of minutes.

Feedback was gathered professionally and reflected the principles of How to Web. The data contributed to the fundament of future events. Popularity of the conference increased due to the attention over the participants' opinions.