SPEAK!

ANALYSIS GUIDE: PARTICIPANT SURVEY EVENT

WHY? *SPEAK!* event organizers use the Participant Event Survey *because it:*

1. Provides evidence of the **organisation's accomplishment(s)**, and organisation's can use this evidence to **gather more support**.

2. Identifies key areas of **improvement**. Allowing organisations to better use their scarce resources.

3. **It works**. Millions have been using this survey to help their **work thrive** and **realise their vision.**

4. **Builds trust and stronger relationships** by sharing the positive and responding to their suggestions on improvement.

> **PRO TIP - Set aside five minutes during your event to complete this survey, because asking to complete a survey after an event usually takes more effort and fewer people complete it.**

ABOUT THE GUIDE

Please use this document to help complete your online Event Survey. Only events that complete the event survey will be counted as official *SPEAK!* events.

If consent is given, those providing responses may be **featured through CIVICUS** social media and reports.

The guide continues to explain both how to analyse the data, and how to use the data. If you have any questions or comments, please join our Facebook Chat Group or write to SPEAK@civicus.org.

This guide is divided into the following areas:

1) Calculate the *SPEAK!* event score
2) Read and Reflect
3) Complete online *SPEAK!* Event Survey
4) Follow-up

SPEAK! 2018 Example

SPEAK! Participant Event Survey

SPEAK!

STEP ONE: Calculate Event Score

Use the responses to question one of the survey (One a scale of 0-10, how likely are you to recommend this event to a friend or colleague?) to calculate the survey score.

Use the popular and effective Net Promoter® methodology, which weighs up the views of 'detractors' (people who had a neutral or negative experience) with those of 'promoters' (those who had a positive experience) to give an overall score. This score is used by thousands of businesses and other organisations around the world, so results are easily comparable with others and trackable over time.

Use this free [score calculator](#) to work out your score automatically.

Write the event score:___

How to understand the Score

Scores range between -100 and 100. The score is to help you benchmark your progress, but is not an indication of failure or success in itself. If this is the first time using this type of survey, we suggest using an **Event Score of 50** as a benchmark for small events less than 40 participants.

Many factors influence your score. For example, generally surveys completed in-person often have higher scores than those completed online for the same event. Generally, scores are higher if only a few people complete the survey because often those that are happiest with complete the survey. In addition, there are cultural differences in interpreting and answering the questions. For example, US audiences are more likely to give a higher score than a European audience.

The score is just a quick picture, and it only tells one part of the story. However, as you use the survey again and again, you will likely start to see certain patterns in the score that will provide evidence on satisfaction. The greatest value of the survey is usually the reasons listed for the score in question two. Use the reasons for your score to continue what you are already doing well and improve on issues raised as detracting.

Improving your score by 10% over six months usually indicates you are using the process correctly to improve. However, it is not about just getting a better score. By listening and acting on the reasons for the score, you can feel confident that you are improving your relationships and understanding of what your community values. This usually leads to better allocation of time and resources. Therefore, continue using this survey at your next event, taking action on the suggestions, and start tracking your score. See whether this simple tool can support your organisation to work more effectively.

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TWO: Read and Reflect

Read the responses from question two, "What's the most important reason for your score?".

The first question gives us a nice quick number that we can easily compare across time and different events. However, it is the responses to question two that provide us the critical insight to what was done well and how to improve.

Read the responses from the third and final question, "Is there anything else you would like to share about your experience at the event?"

This question helps us listen to the participants by allowing them to share something that was important to them, which helps build our understanding of our communities and strengthen our relationship.

After reading and thinking about the survey responses, answer the following questions:

1. What was mentioned the most about the event?

2. What surprised you?

3. What will you tell those who completed the survey about what you heard and learned?

4. Write a great direct quote(s) from the survey. (Up to 350 characters).

STEP THREE: Make your event official:

You are now ready to complete the online *SPEAK!* [Event Survey](#). The survey must be completed to be counted as an official *SPEAK!* event.

If consent is given, those providing the **best analysis and participant quotes** from the participant event survey will be **featured** through CIVICUS social media and reports.

STEP FOUR: Follow-up

Now that you have your score, themes, and great quotes; you should share what you have learned and any corresponding actions you plan to then take. Share on social media (#TogetherWeSpeak), share with your partners, and especially

Share the findings with those that completed the survey. Doing this will help create trust that you can be counted on to do what you say you will do.
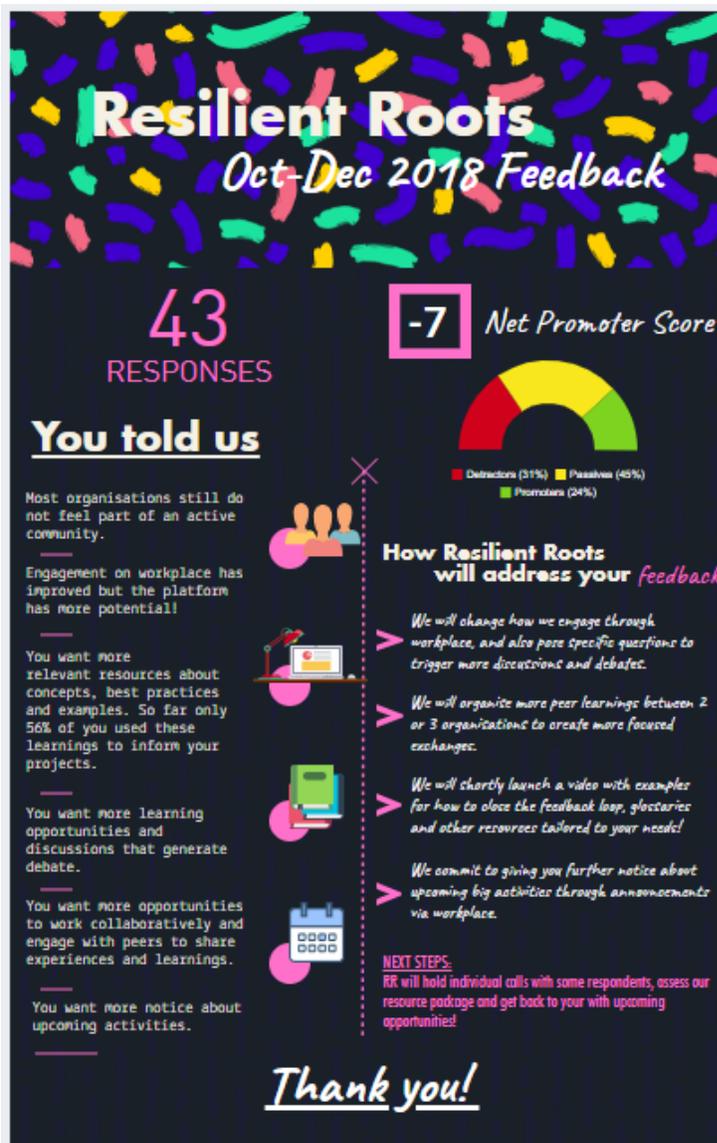
Some organisations share through an email, a paper newsletter, or a visualization (left). Rather simple to use and free software like this one from PiktoChart can help you make your sharing more interesting!

PRO TIP: How will you show you are sharing the accomplishments and responding how to improve?

Want More? Please see QuestionPro's article for more detailed information about using the data. Do an online survey for free with Survey Monkey, which calculates your NPS automatically.

Caution – when using online software be careful not to include information that could be harmful to your community or organization if it was misused. AccessNow provides free, trusted support if needed around digital security online for civil society.

SPEAK!

What can I learn from using this process?
Here is an example analysis of a *SPEAK!* event that used the Participant Event Survey, and what they learned.

The 2018 *SPEAK!* event's score was **63**.

The most common reason given for the score was because they reported learning about mental health and many of them used the word "enlightening". Many of them also noted that the learning was done in an interactive, social, fun way. Another common theme was this event raised awareness of mental health and some included the importance of reducing stigma and taking action, including policy action. Others noted the positive experience, the skilled staff, the good organisation and the ability to socialize as all positive reasons for their score. A couple reported wanting more practical responses and more in-depth information on other issues. One noted the event started late.

Notable Quotes
"The most important reason for my score is that the programme is well or quite educating and it involves social interaction."

"I learnt more about mental health awareness and learnt how to go out there and talk about mental health and stop the stigma associated with it."

"Facilitators/trainers are well-trained and answered all of any unasked questions and clarified a lot of things for me. Also, Ayo was awesome. 10/10."

"The conversation was very comprehensive, the facilitators were friendly. The venue was in a neat and safe environment."

"I learnt that you can talk to people when you feel burdened, so I want others to talk to people when they are burdened."

"It was really educative and enlightening."

"I had a great time, I learnt a lot."

"I learnt a lot and it changed my perspective on mental health."

Participant Event Survey

Thank you for attending today's event! Please complete the three-minute survey before leaving today's event. The information will be used to learn and improve future events. Your responses are anonymous. Your participation is entirely voluntary, and you may skip any questions that you do not want to answer.

1) How likely is it that you would recommend today's workshop to your friends or colleagues? *(Please circle a number below.)*

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Not at all likely   Extremely likely

2) What is the most important reason for your score above?

3) Is there anything else that you would like for us to know about your experience today?

4) Do you give consent to use your responses in social media, reports and other public materials about this event?
   - ☐ **Yes**
   - ☐ **No**

Thank you!