**Event Reporting**

Please record the following for each event:

1. Date of event:
2. Event organizer:
3. Country of event:
4. Number of
   1. Participants at the event
   2. Females at the event:
   3. Youth (under age 30) at the event:
5. (If available) Number of
   1. Individual Associate Members:
   2. Individual Voting Members:
   3. Not a Member:
   4. N/A:
6. Number of completed surveys:

**CIVICUS Event Survey Analysis**

Thank you for using CIVICUS’ recommended event survey and NPS as part of your event. Building time into your event to have participants complete the survey will usually mean more completed surveys than if the survey is sent after the event. Completing the survey during the event usually yields completion rates of 80-100%. Sending surveys after the event generally yields completion rates of 15-25%. High completion rates (over 80%) are considered necessary for the survey to be considered to represent the views of most rather than just the few.

1. **Calculate the Survey Net Promoter Score (NPS)**

Use the responses to question one of the survey to calculate the survey score using 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](http://www.npscalculator.com/en) to work out your score automatically.

1. Survey 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.

Because it is easy to manipulate a score, the number by itself is meaningless. 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.

**Want More about this technique?** Please see QuestionPro’s [article](https://www.questionpro.com/blog/nps-considered-good-net-promoter-score/) for more detailed information about using the data. Do an online survey for free with [Survey Monkey](https://www.surveymonkey.com/mp/net-promoter-score/), which calculates your NPS score automatically.

**Data Safety 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](https://www.accessnow.org/profile/access-now-helpline-team/) provides free, trusted support if needed around digital security online for civil society.

1. **Reflection**

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

1.      What was mentioned the most in the survey responses?

2.      What surprised you in the survey responses?

3.      What is the important insight from the survey responses?

4.     Write one direct quote from the survey.

5. Write down any direct follow-ups needed from the surveys.

1. **Closing the Feedback Loop**

CIVICUS is committed to closing the feedback loop. Please include the email that you sent to participants regarding what was learned from the survey and follow-up action based on the survey.

Was this email sent to participants within two weeks: (Yes/No)

Please submit this document to Merle at [merle.rutz@civicus.org](mailto:merle.rutz@civicus.org). If you have any questions, please reach out to Hannah ([Hannah.wheatley@CIVICUS.org](mailto:Hannah.wheatley@CIVICUS.org)) or Merle.

Thanks!

Impact and Accountability Cluster

Capacity Development Cluster

DataShift Team