

Event evaluation

Hundreds of events, festivals and exhibitions take place across our region each year but how do we monitor their success and improve the visitor experience? Evaluation not only provides valuable feedback on visitor satisfaction, but also allows you to gauge levels of interest for new initiatives and estimate visitor spend, both at the event and in the local community. This valuable data will enable you to demonstrate the return on investment generated through an event.

Whilst there are standard approaches that can be applied to event evaluation, the wide range of events that are held in the region usually requires research methodology to be tailored for each individual event so please discuss to discuss your requirements further.

