



POST-EVENT TEAM DEBRIEF SURVEY TEMPLATE

10 ESSENTIAL QUESTIONS
TO ASK YOUR TEAM

A **ready-to-use** survey marketing leaders can recreate in Google Forms and send to their teams after any event.

How to Use This Template

1. Open Google Forms
2. Click "Blank Form"
3. Copy the questions from this document into the form.
4. Use the suggested question types listed under each item.
5. Send the form to your team and collect any responses automatically in Google Sheets.

Survey Title

Post-[Event Name + Year] Team Debrief Survey

Form Description (Paste into Form)

Please answer each question based on your experience at the event. Your honest feedback helps improve future performance.

1. Do you believe this event will move the needle for us?

Question type: Multiple choice

- Yes
- No

2. Do you feel you were properly prepared by the team to play your part?

Question type: Multiple choice

- Yes
- No

3. Was our communication strategy clearly defined and executed?

Question type: Multiple Choice:

- Yes
- No

4. Approximately how many decision-makers did you talk to in the booth?

Question type: Multiple Choice:

- 1 - 5
- 6 - 10
- 11 - 20
- 20+

5. What pain points did decision-makers share?

Question type: Paragraph

6. Which aspects of our product or service most resonated with decision-makers?

Question type: Paragraph

7. Was the booth as effective as it could have been?

Question type: Multiple Choice:

Yes

No

8. How would you compare our activation with our competitors?

Question type: Paragraph

9. What are some ways we could improve on the next event??

Question type: Paragraph

10. Should we attend the show again?

Question type: Multiple Choice:

Yes

No



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www.tradegroup.com



info@tradegroup.com



800-343-2005



2900 Genesis Way, Grapevine, TX 76051