



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. What went well at the event?

Question type: Checkboxes (select all that apply):

- Access to decision-makers
- Lead capture strategy
- Demo execution
- Booth traffic flow
- Pre-event planning coordination
- Logistics / set up smoothness
- Booth graphics messaging
- Other: _____

2. What didn't go well?

Question type: Paragraph

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

Question type: Multiple Choice:

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

4. What pain points did decision-makers share?

Question type: Paragraph

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

Question type: Paragraph

6. What was the energy like in the room?

Question type: Checkboxes (select all that apply):

- Optimistic
- Vibrant
- Attendees were happy to be there
- Slow
- Chaotic
- Pessimistic

7. What were competitors doing?

Question type: Paragraph

8. Did the booth support our objectives?

Question type: Multiple Choice:

- Yes
- Somewhat
- No

9. What did you learn?

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