

# Automated post-event survey distribution and analysis

Automatically sends customized post-event surveys to attendees and analyzes responses to generate actionable insights for future event improvements. This workflow reduces manual effort while capturing valuable feedback to enhance attendee satisfaction and event ROI.

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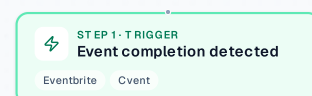


## WORKFLOW TRIGGER

Event status changes to 'completed' in event management platform

## Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





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## Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

⚡ TRIGGER

### Event completion detected

System monitors event management platform and triggers when an event's status changes to completed. This initiates the post-event feedback

collection process automatically.

## AI Business OS

Eventbrite Cvent

2

 ACTION

### Generate attendee contact list

Extracts confirmed attendee information including email addresses, ticket types, and session attendance data. Creates segmented contact lists based on attendee categories for targeted survey distribution.

Eventbrite

Cvent

3

 DECISION

### Check attendee engagement level

Evaluates attendee participation data to determine survey complexity and personalization level. Routes high-engagement attendees to detailed surveys and casual attendees to brief feedback forms.

Whova

Bizzabo

4

 ACTION

### Send personalized survey invitations

Distributes customized survey links via email with event-specific branding and personalized content. Schedules follow-up reminders for non-respondents after 3 and 7 days.

Eventbrite

Cvent

5

 ACTION

### Collect and aggregate responses

Monitors survey completion rates and automatically compiles response data in real-time. Organizes feedback by categories such as venue, content, networking, and logistics.

Cvent

Planning Pod

6

 ACTION

## Generate analytics dashboard

Creates comprehensive reports with satisfaction scores, sentiment analysis, and trend comparisons to previous events. Identifies key improvement areas and highlights successful event elements.

Bizzabo

Planning Pod

7

 OUTPUT

## Deliver actionable insights report

Sends executive summary with key findings, Net Promoter Scores, and specific recommendations to event stakeholders. Archives detailed analytics for future event planning reference.

Planning Pod

Cvent



## Outputs

- Personalized survey responses by attendee segment

- Event satisfaction analytics dashboard

## AI Business OS

Executive insights report with improvement recommendations



### Key Metrics

- Survey response rate percentage
- Net Promoter Score (NPS)
- Average event satisfaction rating



### Tools & Integrations

- Eventbrite
- Cvent
- Whova
- Bizzabo
- Planning Pod

## AI Business OS

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