Microsoft TechDays improved their evaluation response rate using MeetApp

Micosoft TechDays is Microsofts largest annual software developer conference in Sweden.

Professional speakers from around the world presents technology solutions for the latest trends in the software industry. The audience consists of thousands of professionals from the IT-industry. During TechDays more than 100 sessions are held.

Business needs

For Microsoft it is crucial to be able to evaluate the participants' reception of the sessions. Microsoft wanted to be able gain deep knowledge about relevance of the session content as well as the speakers quality of the presentation. Relevance for session content are used to better understand and thereby tailor the next conference to the interests of the developer community. Professional speakers are constantly looking for feedback on how they perform and what areas they can improve. Traditionally these surveys have been performed using email surveys sent out after the conference. These traditional email surveys possessed problems in form of low response rates as well as inaccurate feedback due to participants partaking in many sessions over the course of the conference.
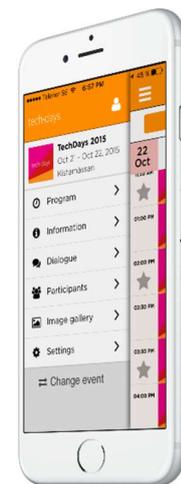
Solution

MeetApp was selected as the technology solution of choice for TechDays. Using MeetApp TechDays specific needs for improved evaluation responses could be solved thanks to MeetApp's instant evaluation feature.

Using instant evaluations the participants could send in their evaluation directly after the end of the individual sessions. This ensured a high rate of quality responses.

Besides solving the needs for a better evaluation tool MeetApp's other functionality was used for communicating agenda information, providing information about speaker profiles as well as enabling improved participant networking.

"By using MeetApp we had great interaction from attendees during the whole conference and also managed to increase number of evaluations. MeetApp helped us to improve TechDays."

- Sara Kullgren, Director Developer Experience and Evangelism, Microsoft Sweden

Benefits

Microsoft saw the following benefits using MeetApp:

- Response rates almost doubled compared to previous years TechDays

- Response information was more accurate due to evaluation being made while the information was still fresh.

- One tool could be used for information, evaluation feedback and participant networking.