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| **QUESTION** | **MULTIPLE CHOICE ANSWER** |
| **TARGET MARKETS** |  |
| Gender  **This template includes all of the areas that are covered in the Event Management Plan – they may not be applicable to your event.**  **This is just a starting point.**  **You can change, add or remove rows and sections as required.**  **Delete this text box to get started.** | (a) Male (b) Female |
| Age Group | 0-18, 18-30, 30-45, 45-60, 60+ |
| Can you name 2 other similar Events you have attended or would like to attend in the future? |  |
| **MARKETING** |  |
| Where did you hear about the Event? | Radio, Newspaper, TV, Internet, Social Media, Word of Mouth |
| Can you name any Sponsors of the Event? |  |
| **GENERAL EVENT QUESTIONS** |  |
| Would you attend this Event again? |  |
| How likely is it that you would recommend this event to Friends & Family? |  |
| On a scale of 1-5 how would you rate this Event? 1 - Terrible 5 - Excellent |  |
| On a scale of 1-5 how would you rate the Venue? 1 - Terrible 5 - Excellent |  |
| Name 3 aspects of the Event you enjoyed? |  |
| Name 3 aspects of the Event you think could be improved? |  |
| **ECONOMIC SPEND** |  |
| What is your postcode? |  |
| Are you local? If not, where are you staying during the Event? | Local (home), Hotel/Motel, Caravan Park, Serviced Apartments, B&B, Friends & Family |
| How did you Travel to the Event today? | Walk, Bike, Car, Train, Hire Car, Bus, Plane, Other |
| How many people are with you today? | None, 1-2, 3-5, 6-9, 10+ |
| How much do you think you spent at the event today? |  |
| What's your daily spend while you're in town for the Event? | $0-$100, $100-$200, $200-$300, $300+ |