

Client : **Stadium Events and Hospitality Awards**
 Questionnaire : **Stadium Experience Awards 2023**

Overall Review

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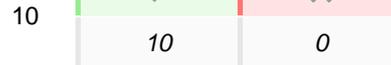
1 - Telephone Enquiry

Weight

Scoring

1.1 - Were you able to get through on your first attempt?

? *If not, please detail how many attempts were made and when.*

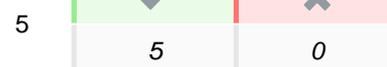


1.2 - Please state the date and time of your call:

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1.3 - Was the telephone answered in a professional and friendly manner stating the staff member's name?

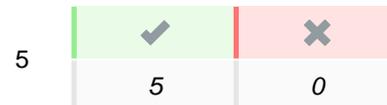
? *Please state what was said. Was this a warm and enthusiastic introduction?*



1.4 - Did they ask relevant questions, establishing the needs and wants for your event?

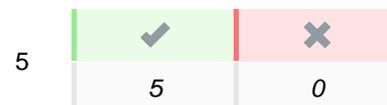
? *Please state what type of event you said you'd like to organise and give examples of what they said.*

They should ask about: possible dates, how many people are expected, layout and style, duration, if accommodation required, rates/deals/offers, detail advantages/benefits of stadia.



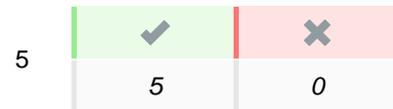
1.5 - Did they demonstrate a high level of knowledge regarding what was available and how it could be tailored to suit your needs?

? *Please give examples. This includes things like offering different scenarios of how the venue could be set up to accommodate your event, plus available options for food and drink etc.*



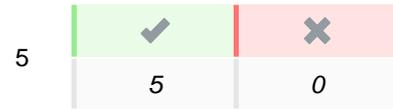
1.6 - If the staff member felt the venue was unable to accommodate your request (due to date restrictions etc), did they make suitable suggestions to try and overcome this in some way?

? Please give details of what was said.

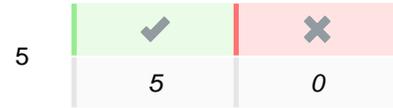


1.7 - Were you invited to the venue for a show round appointment, to ensure it would be suitable for your requirements?

? Please state what was said.

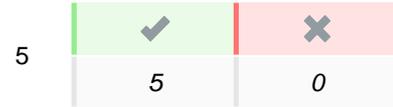


1.8 - Did the staff member offer you a proposal or further information by email/post?

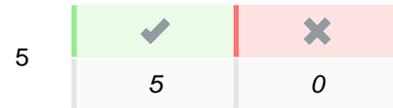


1.9 - Were you asked for all of the contact details needed to be able to reach you?

? You should be asked for ALL of the following: Name, company name, what the company does, position, address (incl. postcode), email address, telephone number.



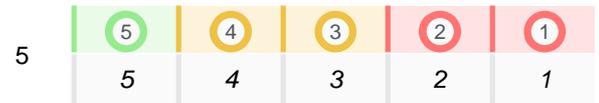
1.10 - Did the staff members attempt to discover the decision making process / who would make the decision?



1.11 - Please rate the telephone enquiry on a scale of 1 - 5 (1= poor/5= excellent):

? Comment on all aspects of the call including the helpfulness, friendliness and efficiency of the staff member you spoke to. Give details of what was highlighted to you in terms of what they could offer etc.

If you didn't rate 5/5, please explain why and what the member of staff could (realistically) have done to achieve this.



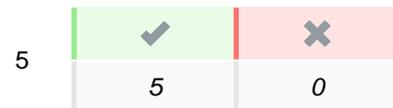
1.12 - What was the name of the staff member who took your call?

? If this is not automatically given to you, please ask what their name is at the end of the call.

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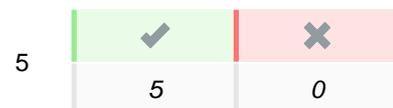
2 - Website & Email Response Weight Scoring

2.1 - Was the website easy to navigate?

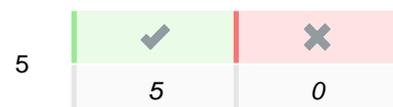


2.2 - Did you feel that the website provided sufficient detail to enable you to decide whether it would be a suitable venue at which to host your event?

? Please explain which information you found useful and what information was missing (if any) that would have been helpful to display.

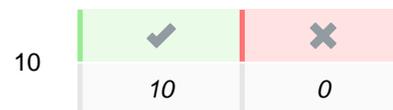


2.3 - Did you receive a response, thanking you for your enquiry, within 24hrs of your call?



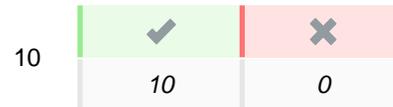
2.4 - Were a selection of possible dates suggested to you relating to the timescale given on the call?

? *Please explain how many dates were suggested and how relevant these were to your original enquiry.*



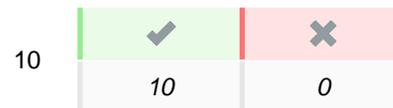
2.5 - Were you given an outline of a room/function space that would be suitable for your event?

? *Was the function space suitable for the number of guests quoted? Were you able to have a clear idea of the room suggested, through descriptions and any material attached?*



2.6 - Did the response detail any benefits of hosting your event at their venue and make suggestions suitable for you?

? *If so, please give details.*



2.7 - Please rate the email response on a scale of 1 - 5 (1= poor/5= excellent):

? *Comment on all aspects of the email including the helpfulness, knowledge and accuracy of content. Give details of what was highlighted to you in terms of what they could offer etc. If you didn't rate 5/5, please explain why and what the member of staff could (realistically) have done to achieve this.*



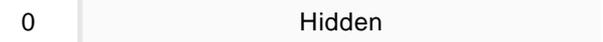
2.8 - Please give the name of the person who sent the email.



3 - Overall Impressions Weight Scoring

3.1 - How were you made to feel as a potential customer?

? *Please describe your impressions regarding how you were made to feel as a customer throughout your interaction with the venue. You should have been made to feel valued and that the service was personalised for you.*



3.2 - Based on your interaction with the staff at this venue, from your initial phone call to the follow up correspondence, would you feel encouraged to go ahead book your event?

? *Please explain your answer and justify why you've answered Yes/No. Do not let the cost influence your decision.*



3.3 - Please detail anything which particularly stood out to you when making your enquiry.



3.4 - Please rate, on a scale of 1 - 10, how likely you are to recommend this venue based on your interactions with the venue (1= definitely not/10= definitely will):

? *Please justify your answer. If you didn't rate 10/10, please explain why and what could (realistically) have been done to achieve this.*

