

IT314 Project: Interview Questionnaire

College Event Management

Sponsor:

Sponsor intro script (use if necessary):

Hello, thank you for taking the time to speak with me.

We are developing a College Event Management System — a platform that centralises event-related information, helps organisers manage events smoothly, and creates value for sponsors through better visibility and engagement.

The purpose of this interview is to understand your expectations as a sponsor, the challenges you currently face, and the kind of support you would like from such a system. Your feedback will help us design features that make sponsorship more rewarding and effective.

This will take about 10–15 minutes, and your responses will be used only for our project.

Interview Questions with classification:

1 1. Intro & Expectations

- How do you currently get involved with sponsoring college events?
- What motivates you to sponsor (brand visibility, student outreach, recruitment opportunities, community goodwill)?
- What challenges have you faced in past sponsorship experiences?

2. Visibility & Promotion

- How do you usually ensure that your brand is visible during events (banners, posters, social media)?
- Would you like the platform to provide a dedicated sponsor showcase section (logos, profiles, links)?
- How important is digital visibility (in-app mentions, event page branding, notifications mentioning sponsors)?

3. Communication & Coordination

- How do you currently communicate with event organisers?
- Do you face issues in getting timely updates about event schedules, delays, or changes?

- Would you like the system to give sponsors real-time updates about the events they are supporting?

4. ROI & Engagement

- How do you currently measure the impact of your sponsorship?
- Would you like to see analytics (e.g., number of attendees, impressions, student demographics)?
- Do you think sponsors should have the option to directly engage with students through the platform (ads, promotions, offers)?

5. Logistics & Support

- Do you find it easy or difficult to handle payments, approvals, and paperwork for sponsorships?
- Would a streamlined digital process (uploading agreements, invoices, payment tracking) be useful?

6. Wrap-up

- What features would make you more likely to sponsor events in the future?
- Do you have any suggestions for how this platform could make sponsorship more effective and rewarding?