

Feedback and Testimonials Campaign

Objective: Gather feedback and testimonials to improve future events.

Target Audience: All attendees.

Channels:

- Email surveys
- Social media
- Event app

Key Message: "We value your feedback! Share your experience and help us make PLAY! Summit even better."

Details: This campaign will solicit feedback from attendees through surveys and social media interactions. Testimonials and suggestions will be collected to enhance future events, and some feedback will be highlighted on the website and social media.

The event app will be the main platform for collecting feedback from attendees. The app will include a survey feature that allows users to rate different aspects of the event, such as speakers, content, networking, and organization. The survey will also include open-ended questions where users can share their testimonials and suggestions for improvement. The app will also encourage users to interact with the event's social media channels, such as Twitter, Facebook, and Instagram, and use the hashtag #PLAYSummit2021. The app will track the number of social media posts, likes, comments, and shares related to the event.

The campaign's progress will be measured by the following metrics:

- The number and percentage of attendees who complete the survey
- The average rating of the event across different categories
- The number and quality of testimonials and suggestions collected
- The number and reach of social media posts, likes, comments, and shares related to the event

The campaign's goal is to achieve at least 80% survey completion rate, 4.5 out of 5 average rating, 100 positive testimonials, and 1000 social media interactions by the end of the event.