**IFD Constructive Feedback Report**

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Notes:  
- There are some minor feedbacks which will not be included in this document  
- Overall, I find the IFD 2021 and its activities very entertaining throughout  
  
**(1) What went well? And Why?**

- Speaking from the view of a participant, the event day was executed very well. Especially with the impromptu management from the committee and the emcees of course 👍😂

- Speaking about emcees, I have no negative comment. I highly admire their engaging spirit throughout the entire 3 hours.

**(2) What did not went well? and why?**

- Technical issues: which is very hard to foresee and to prevent. Understandable. (however, it was handled well by the officers and committee)

- A major problem that concerns me is regarding the "marketing" and the "awareness" of the IFD.

- First, although there were consistent IFD post updates in the BB official social media accounts, it had still failed to reach out to the full potential of the targeted audience. Why? (1) We should consider the many people who are inactive on social media; (2) also the many people who did not follow the official BB Accounts. Hence, there were quite a number of BB members who were not consistently kept aware and updated of the upcoming IFD. (\*like me xD)  
  
- Secondly, I was first aware of the IFD when I registered for the event. There may be some important details in the Registration Form but I could barely remember them months later. Furthermore, I did not get any prompts about the IFD until a few days before the “breakout room facilitator’s meeting” – I was shocked, just 4 days before the actual event.  
  
The point is: for people like me (who does not keep up with the social media updates), there were no updates, other than an email one day before 31st October.  
  
*\*This may only apply to me, please correct me if I’m wrong*

**(3) How can we do better next year?**  
- [Scope] I highly suggest engaging with the potential audience with as many contact channels as possible (e.g. email, Instagram, whatsapp, facebook etc)  
  
- [Consistency] It is somewhat good to bombard the audience with many impressions and details so it gets stuck in our head  
  
- [Preference] If it does sound annoying, we can consider asking the audience for their personal preferred point of contact in the registration form. (i.e. I use email, not social media. So I would prefer constant updates to my inbox instead)

- [Personalization] If possible, I believe that it will be a good idea to keep in touch with the participants on an individual level. Emailing is a good example of a one-to-one contact channel. This gives the impression that he/she is recognized and his/her individual participation is appreciated.  
  
- [Accessibility] I would also like to suggest to have a documentation, or a simple website just for the public to see the important details, timeline, and announcements if any. (it was very hard for me to look for a clear and concise content with all the necessary details)  
  
- I believe the whole idea is to be sure that the audience are very very extremely well aware of the IFD before the day itself. Social Media was a fantastic idea, I’m just suggesting some add-ons to that. The goal is to instill a pro-active and enthusiastic mindset in the expected participants, instead of a passive and clueless one.

**\*\*Disclaimer:** Everything commented is solely from my (participant's/facilitator's) point of view. I truly appreciate the work put in behind the scenes that may be unseen from this particular perspective. Looking forward for a better future! Thank you very muchh!!  
  
Regards,  
Sgt Wong Zheng Xiang - 3rd Kuala Lumpur BB of Malaysia