



STADIA • ARENA • SPORTS FACILITIES

# ATTENDEE FEEDBACK

Nordic Venue Forum 2010 | 16-17 March 2010 | Stockholm

## OVERALL EVENT

- How was the duration of the conference?
- Was there sufficient time for networking?
- Your highlight of the event?
- What is your overall rating of the conference?

- 89% said ABOUT RIGHT
- 97% said YES
- 78% said Globe Tour/SkyView Ride
- Average 4.2 / 5
- 86% rated the conference GOOD or EXCELLENT



## MARKETING

How did you hear about this event?

56% Email / 31% Verbal / 11% Telephone Call / 3% Post

## CONTENT & PROGRAMMING

- Did the conference address the right issues?
- Who is your favourite speaker(s)?

92% said YES  
see table

FAVOURITE SPEAKER	SCORE	%
Mika Sulin	18	26.47%
Ulrik Ruhnu	13	19.12%
Terry Stevens	12	17.65%
Bob Newman	7	10.29%
Patrik Meyer	6	8.82%
Shane Chalmers	4	5.88%
Bernt Ericson	3	4.41%
Henrik Brandt	2	2.94%
Daniel Gidney	1	1.47%
Jarmo Koskinen	1	1.47%
Geoff Huckstep	1	1.47%

## FUTURE EVENTS

- Is simultaneous translation important?
- Should the forum include arts/culture venues?
- Which topics are important for future events?
- Where should Nordic Venue Forum go next?

84% said NO  
16% said YES  
71% said YES  
19% said NO  
see table  
see table

FUTURE LOCATIONS	SCORE	%
Copenhagen	10	25.64%
Oslo / incl. Telenor Arena	10	25.64%
Stockholm	6	15.38%
Helsinki	5	12.82%
Malmö	2	5.13%
Gothenburg	1	2.56%
Reykavik	1	2.56%

FUTURE TOPICS & IDEAS
Revenue generation, Ticketing, Sales & marketing
Trends in Consumer Behaviour/Leisure Industry
Architecture and Design
City financing deals/Real estate/Planning
Include more variety of venues (theatres, museums, visitor attractions)
Events - Content - Promoters
More attendance from football clubs, sports teams

Survey Sample Size: 44.4% (36 forms returned/81 attendees)

[www.nordicvenueforum.com](http://www.nordicvenueforum.com)