

Customer satisfaction checklist – Events and festivals

Customer satisfaction survey - <https://forms.office.com/Pages/ResponsePage.aspx?id=-REPTm4EBUWcuNshUjEelZptk8PPDw5JjezoVuQKKLdUM1FZUjBDWVdOT1ZCOTRJMlpMUIBaVlhaMy4>

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- ✓ They main thing costumers want from an event or festival, is a good experience and something to remember.
- ✓ They also go to social events and festivals, to have social interaction with others and learn and have a good time with loved ones.
- ✓ Customers want a good organised event, so they can enjoy the event or festival without stressing and have their day run smoothly. By doing this, it gives good feedback back to the company.
- ✓ Customers want learn to something new and gain knowledge from an event.
- ✓ Customers like to have a variety of choices when they go to an event, that caters around them and everyone else. They want to feel like they have been taken into consideration.
- ✓ Consumers also want a 'WOW' factor when they attend an event or festival, they want an experience that they will remember so they can cherish those memories in the future.
- ✓ Consumers have particular motives on why they want to attend an event. We need these motives considered so every guest is catered for.
- ✓ Consumers use an event or festival for escapism and pleasure, they want to experience an event or festival that makes them escape reality.
- ✓ Guests also consider the pricing of events, if events are affordable and worth how much they bought the product for, then customers will be happy and will start recommending 'word of mouth' to other people.
- ✓ Consumers also look for the quality of the event or festival, and they will often read reviews or other people's experiences before purchasing a ticket.
- ✓ The venue has a huge part of an event too, which can attract people in.

Christian Dior - designer of dreams

- A good layout and plan of where the fashion items will be placed around the venue.
- The exhibition is available in the V&A museum, and online on Youtube, so plenty of choice to view the exhibition.
- Good communication with the guests and an explanation and story behind the fashion pieces.
- The event is free, which means anyone can attend, and explore the exhibition.
- The lighting of the venue, and how it's been set up.
- Venue is opened space, which makes viewing each item of clothing that's put together easy to access.
- You can see that time and effort has gone into setting up the art work of clothing, and looks appealing to audiences.
- Each room has a different atmosphere and theme which links to the style of the fashion, and makes the outfits stand out, which is well put together.
- All the colour schemes are laid out, like a colour palette.

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Checklist

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