

**Category:**

Technology Tools

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## Post-Event Surveys

Build your own post-event survey in under 5 minutes! Engage players while improving your events.

Collecting player feedback is one of the simplest and most effective ways to understand what works, what doesn't, and how to make your next event even better. This guide shows you how to create a professional survey using Google Forms: completely free and easy to share.

### What You'll Need

- A Google account (free)
- 5–10 minutes to set up your form
- A way to share the link (email, WhatsApp, QR code, etc.)

### Step 1: Create a New Google Form

1. Go to [forms.google.com](https://forms.google.com)
2. Click the + (Blank) button to create a new form
3. Give your form a title, e.g. "[Event Name] — Post-event Survey"

### Step 2: Add Your Questions

1. Click the "Untitled Question" text to edit your first question
2. Type your question (e.g. "Overall, how would you rate this event?")
3. Click the dropdown on the right to choose the question type (Multiple choice, Linear scale, Short answer, etc.)
4. To add another question, click the + icon on the right toolbar
5. Repeat for each question you want to add

Here are some recommended questions to include:

Question	Type
Your name, last name	See step 3
Your country	See step 3
Overall, how would you rate this event?	Linear scale (1-5 stars)
How was the venue/location?	Linear scale (1-5) <i>*see tip below</i>
How was the organisation?	Linear scale (1-5) <i>*see tip below</i>
How was the format?	Linear scale (1-5) <i>*see tip below</i>
How was the time schedule?	Linear scale (1-5) <i>*see tip below</i>
What could we improve?	Long answer (paragraph)
Any other comments or suggestions?	Long answer (optional)

 **Tip:** Add a comment box below to let players explain their rating.

 **Tip:** Keep it short! Surveys with 5-8 questions get much higher response rates than longer ones.

### Step 3: Customise Your Form

1. Click the palette icon (🎨) to change colours and add a header image
2. Click the gear icon (⚙️) to adjust settings:
  - Collect email addresses (optional)
  - Show progress bar

 **Tip:** In our experience, anonymous surveys get significantly higher response rates. Most players will leave their name anyway if you add an optional "Name" field. So we recommend keeping the form anonymous while including a voluntary name box.

### Step 4: Share Your Survey

1. Click the Publish button (top right)
2. Click the Publish button

3. Click the Published button (top right)
4. Make sure that on Responders you have "Anyone with the link" (if not, click on Manage and select Responders view — Anyone with the link)
5. Click the Done button
6. Click the Published button (top right)
7. Click on Copy Responder Link
8. Click on Copy
9. Choose how to share:

**Email:** Send directly to participants

**WhatsApp:** Copy the link and share it with your contacts

**Website:** Add the link to your event page

**Social Media:** Share the link on Facebook, Instagram, etc.

 **Tip:** If you share the link publicly (social media, website), non-participants could technically submit responses — especially if the form is anonymous. In our experience, this rarely happens, but if you're concerned, share the link only via email with registered participants.

## Step 5: View and Analyse Responses

1. Open your form and click the Responses tab
2. View summary charts automatically generated by Google
3. Click the Google Sheets icon to export all responses to a spreadsheet for deeper analysis

## Best Practices

**Send quickly:** Share the survey within 24–48 hours while the event is still fresh

**Be anonymous:** Players give more honest feedback when responses are anonymous

**Close the loop:** Share key findings and improvements with your community

**Track over time:** Use the same questions across events to measure progress

Questions or suggestions? Contact us at [info@eurobridge.org](mailto:info@eurobridge.org)