

Data Collection

The following has been created to provide event organisers with skills to collect data from their event and to inform for future planning.

Data Process Review:

- Establish all incoming **data sources** i.e. ticketing purchases, onsite EDM sign ups, online website EDM sign ups, other data that needs to be uploaded into the database etc. Ticketing companies would only keep ticketing data and wouldn't allow other data sources to be added to their system
- Decide on best methods for **collection** data
- Decide **where** data will be centrally stored (in a master excel documents or a CRM), **how** data will get there (integration of systems via APIs or uploading data sets manually) and **who** will be responsible for keeping the data clean and updated
- Decide how the data will be **used** to report, to be used for EDM sends, to compare purchasers year on year. etc

Data Collection Set-up and Integrity:

- Data needs to be cleaned and maintained when asking the general public to fill in these fields
- Use required fields to keep data consistent and try to keep these fields the same for at least 3 years so you can compare data. Make sure that the same fields are collected across all of the data sources
- Uses these required fields for ticketing web signups:
 - First Name
 - Last Name
 - Email (needed to send e-tickets)
 - Phone (needed for last minute event communications via SMS)
 - Address Fields (required for ticketing credit card verification)
 - Mailing Street
 - Mailing Suburb
 - Mailing State (Use drop downs so users don't have to type)
 - Mailing Postcode
 - Mailing Country

- Opt in to database (suggest this is pre-checked and users can un-check if they don't want to subscribe you will get a higher uptake of subscribers)
- Consider attaching address validation to the account process it costs per search but can be really useful to stop attendees from having to type their address which keeps data cleaner (reduces resources needed for data maintenance) and helps with cart abandonment
- Automate as many steps of the data process as possible particularly if the organisation tends to turn over staff – that way it all happens in the background

Post Event Surveys:

- Survey tools like SurveyMonkey are effective in creating simple event experience surveys by uploading the email addresses from event attendees.