



<b>Policy Name:</b> <b>Participant Assessment Policy</b>		<b>Date of Approval</b> September 21, 2024	<b>Effective Date:</b> September 21, 2024
<b>Approved by:</b> HNO Board of Directors	<b>Prepared by:</b> Brian Patterson	<b>Replaces Previous Versions</b> Newly created	
<b>Review Cycle</b> Biannual			
<b>Responsible</b> HNO Executive Director HNO Technical Director HNO Referee in Chief	<b>Accountable</b> HNO Executive Director HNO Technical Director HNO Referee in Chief	<b>Consulted</b>	<b>Informed</b>

## PURPOSE

The purpose of this policy is to establish guidelines for obtaining, managing, and utilizing customer feedback after hosted events to ensure continuous improvement, customer satisfaction, and enhanced event experiences.

## SCOPE

This policy applies to all hosted events/new programs, including but not limited to:

- HNO Annual General Meeting
- HNO Branch Championships
- HNO Tournament of Champions
- HNO Program of Excellence Programs

It covers the methods of collecting feedback, the handling of data, and the implementation of feedback in future events.

## POLICY STATEMENT

### 1. Feedback Collection

- Timing: Feedback shall be collected immediately after the event, ideally within 3 to 5 days to ensure responses are fresh and accurate.

Methods:

- Surveys: Send digital surveys via email to all participants. The survey should include questions that cover key aspects of the event, such as content, logistics, and overall satisfaction.

### 2. Survey Design

Clarity: Surveys should be clear, concise, and easy to complete, with a mix of quantitative (e.g., rating scales) and qualitative (e.g., open-ended questions) formats.



Customization: Tailor surveys to specific events to capture feedback on unique aspects of each event, while maintaining some standardized questions to allow for comparative analysis across events.

Anonymity: Offer anonymous feedback options to encourage honesty and candor.

### 3. Data Handling

**Confidentiality:** All customer feedback data must be treated as confidential. Feedback data should only be accessible to relevant staff members and used for the purposes of improving event experiences.

**Analysis:** Data from feedback surveys shall be compiled and analyzed promptly.

### 4. **Utilization of Feedback**

**Actionable Insights:** Feedback should be reviewed and categorized into actionable and non-actionable insights. Focus should be placed on feedback that can directly contribute to improving future events.

**Implementation:** The event management team should implement improvements based on the feedback received. These improvements should be documented and communicated to stakeholders, along with a timeline for implementation.

**Acknowledgment:** Where feasible, acknowledge feedback by thanking participants and informing them of any changes made because of their input.

### 5. **Reporting**

A summary report of the feedback and key insights shall be prepared and presented to relevant staff, including appropriate committee, and the HNO Board of Directors.

Key findings and recommendations should be shared with staff and to inform strategic planning for future events.

### 6. **Review and Improvement**

**Continuous Improvement:** The feedback process itself should be subject to evaluation and improvement. Feedback from attendees on the feedback process should be considered in refining survey tools and collection methods.