

Lp Marktforschung - Your specialist for

Exhibition Market Research

Not only the number of visitors and exhibitors provide information about the success of an exhibition. Decisive are rather the satisfaction of customers, the experience factor, the personal contacts and successes and the repeated participation.

Exhibition surveys show the opinion of the customers - visitors and exhibitors - and offer an ideal basis for new strategies or for designing the next event.

Your benefit from exhibition surveys

- You will find out the opinion of visitors and exhibitors and the satisfaction of your customers, enabling you to continuously improve.
- You will learn about the pattern of your visitors, their interests and claims.
- The measurement of the success of new concepts will provide you information about the strengths and weaknesses of your product.
- Comparisons with previous events will show you the development of your exhibition.
- Data from the surveys will assist you in the design of new strategies and in planning the next event.

From your specialist everything from a single source

- We are there for you to provide you with a full service, from the development of questionnaires and the organization of surveys to their analysis and evaluation, bringing our experience in exhibition surveys and our goal-oriented approach in each of these phases. Thanks to our IT department we can also program the survey with our own Lp-Survey-Application®, which also enables a very fast and uncomplicated management of the project. With us you will have a unique partner for the whole survey.

We offer the following surveys:.

- personal interviews
- online surveys
- telephone interviews
- guided group discussions

Tailor-made presentation in our web application

- The results of the surveys are visible with just a few clicks in our online self-developed Lp-Survey-Application®. The assessments and reports will be designed by our in-house IT professionals to suit your wishes and requirements. All the graphics showing the results and evaluations can of

course be downloaded into a spreadsheet application too (Excel).

Quick and accurate results

- Thanks to our self-developed web applications we can conduct surveys within a very short time and make the results available shortly after the survey. The quality of the collected data is high, as we conduct consistent plausibility and quality assurance checks through all steps and applications of the process.

More information

- Please feel free to contact us. We would be happy to show you examples of application and sample evaluations.

Your contact person

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