Encourage Engage Empower

Philadelphia Convention Center, October 14th 2016

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About the event-

Event title- Encourage, Engage, Empower

Event Summary-
This event is going to be held in the October of 2016 and will dedicated towards learning, supporting, sharing, encouraging and communicating with those in our community whose lives have been impacted by Breast Cancer.

Description-
Breast cancer knows no boundaries. Because of this, we are very passionate about helping everyone learn about breast cancer detection, prevention, treatment, and support resources. It is a day of celebration, a day of sharing the beauty, grace, and strength of all breast cancer survivors and their loved ones. This conference will bring the community's best medical and therapeutic breast health experts together with anyone concerned about breast cancer for a day of learning on how to live as fully as possible when breast cancer touches one’s life. It was designed to fulfill a desperate need for breast health information in a supportive, inspiring and non-threatening environment.

Through education one can not only survive this disease but also live courageously, creatively and with grace.
Core Purpose-
To educate the community by providing support and information about detection, diagnosis, treatment and survivorship.

Primary Goal-
How to live as fully as possible when breast cancer touches your life. More and more women and men too, at a younger and younger age are diagnosed annually with breast cancer. Through education one can not only survive this disease but also live courageously, creatively and with grace.

Secondary Goal-
Raising money via tickets and giving a platform to the attendees to talk and mingle with each other and the speakers.

Call to Action-
Primary- Registration and volunteer for the conference
Secondary- Gain more knowledge about breast cancer and spread the word about the conference on social media, uploading event pictures, using hashtags, follow the event page and tell others about it.

Target Audience-
Primary Audience for the event will be the cancer survivors, their friends and family and anybody who has gone through or been with someone on their journey.
Key Stakeholders-

**Internal stakeholders:** event director, event manager, safety and security, sound and lighting team, website management, planning committee, volunteers, donors

**External stakeholders:** media, suppliers, partners, printing committee, speakers, sponsors

Creator and Managers of the event-

**Organizing team:** Event manager, sound and lighting team, volunteer team

**Sponsorship team**

**Guests coordinator**

**Event location and date (venue and city, state, country)**-

The conference is going to be held in the Philadelphia Convention Center on 14th October 2016.

**Venue:**

Philadelphia Convention Center

1101 Arch Street

Philadelphia, PA 19107

**Website:**

http://www.paconvention.com/Pages/default.aspx

Success for the event and its Measurement-

The goal of this conference is to make people aware of the increasing danger of breast cancer, how it can be prevented, its early detection and providing support resources. This conference
will fulfill a desperate need for breast health information in a supportive, inspiring and non-threatening environment.

The speakers will help the audiences gain more knowledge about breast cancer, support groups and the survivors will give a new perspective on how to live a fulfilled life even after the impact of breast cancer.

The success goals that we have set for this event are:

Social media-
- Number of tweets and retweets
- Number of times the use of #fightbreastcancer, #thinkpink on social media (twitter and Instagram)
- Number of increase in likes on the events page
- Number of social media posts and pictures from the attendees

Number of tickets sold vs number of people who attended the conference.

**Triple bottom line statement**-

Triple bottom line is an accounting framework with three parts: social, environmental/ecological and financial. These three divisions are also called the three Ps: people, planet and profit, or the "three pillars of sustainability". The triple bottom line for this event is:

**Social Impacts**-

One of the important purposes of this event is to bring more attention towards breast cancer and its care and treatment. With the help of this conference the patients and their friends and family will get more information about what is new and upcoming in the field of its treatment.
They will also get to connect with other cancer-stricken people as well as survivors. The attendees will also have an opportunity to communicate directly with the pioneer medical practitioners in this field.

*Environmental Impacts*

For being an environment friendly event, we will be using caterers who use recyclable items and also get their products from the local farmers. Also, we would like to get the sponsors who are also in CSR activities like charities and donating funds. The papers and products that will be left unused in the event will be sent to local schools/community centers for reuse.

*Economic Impacts*

This conference will also be getting donations in the form of VIP tickets from those who are willing and we will also be hosting a silent auction. So, the money that will be raised will go towards the research for breast cancer treatment as well as for free mammography of the women in the selected centers, the list of which will be available in the brochure.
**Formative research**

**Examples of Similar events**

1. *Bright Pink*

   Bright Pink is on a mission to save women’s lives from breast and ovarian cancer by empowering them to live proactively at a young age. More information is available on their website:

   [https://www.brightpink.org/#](https://www.brightpink.org/#)

   **Social media usage:**

   **Facebook:** [https://www.facebook.com/BrightPink](https://www.facebook.com/BrightPink)

   **Twitter:** [https://twitter.com/BeBrightPink](https://twitter.com/BeBrightPink)

   **Instagram:** [https://www.instagram.com/bebrightpink/](https://www.instagram.com/bebrightpink/)

   **Pinterest:** [https://www.pinterest.com/BeBrightPink/](https://www.pinterest.com/BeBrightPink/)

   The key marketing strategy for Bright Pink is its Facebook page particularly because many of its supporters are in their 20s. Bright Pink’s Fan Page is just shy of 10,000 fans. More information about how they use their Facebook page can be found in this article:


   **Media coverage:**

• [http://www.bustle.com/articles/118782-can-you-be-too-young-to-get-a-preventative-mastectomy-these-3-women-say-no-way](http://www.bustle.com/articles/118782-can-you-be-too-young-to-get-a-preventative-mastectomy-these-3-women-say-no-way)

2. **Texas Mamma Jamma Ride**

The Texas Mamma Jamma Ride is a 501(c)3 non-profit organization dedicated to raising funds to help families in our local community facing breast cancer.

**Website:**


**Social Media Usage:**

Facebook: [https://www.facebook.com/MammaJammaRide](https://www.facebook.com/MammaJammaRide)

Twitter: [https://twitter.com/MammaJammaRide](https://twitter.com/MammaJammaRide)

YouTube: [https://www.youtube.com/user/TXMammaJamma/videos](https://www.youtube.com/user/TXMammaJamma/videos)

Pinterest: [https://www.pinterest.com/texasmammajamma/](https://www.pinterest.com/texasmammajamma/)

Money raise: [https://fundraisers.mammajammaride.org/martindale/events/2015-mamma-jamma-ride/e44147](https://fundraisers.mammajammaride.org/martindale/events/2015-mamma-jamma-ride/e44147)

**Media Coverage:**


3. **The Pink Agenda**

According to their mission, “we are looking to make breast cancer history and philanthropy fun.” The Pink Agenda finds, funds, and partners with people and programs that are improving the lives of those suffering from breast cancer and conducting the groundbreaking research necessary to improve their odds.
Website:

http://www.thepinkagenda.org/

Social media usage:

Facebook: https://www.facebook.com/ThePinkAgenda

Twitter: https://twitter.com/ThePinkAgenda

Instagram: https://www.instagram.com/thepinkagenda/

Pinterest: https://www.pinterest.com/thepinkagenda/

Media Coverage:

- http://www.newyorksocialdiary.com/party-pictures/2013/fruitful-fall-galas

Promotional Media:

- Collaborating with bloggers:
  - http://prettyconnected.com/2010/05/the-pink-agenda-gala-thursday-may-20th/
Pre- event Survey.

1. How did you come to know about this event? (Choose all that apply.)

- Received a mailer
- Radio
- Internet
- Newspaper/Magazine
- Through a friend
- Other (please specify)

2. Do you prefer a gala dinner over cocktail party?

- I prefer to have a gala dinner
- I prefer to have a cocktail party
- Both are fine
- I want neither
- Do you have a better idea? (please specify)
3. Please write the names of speakers (up to 5) that you would particularly like to hear at the event.

4. Why do you want to come to this event?

☐ To learn more about the new drugs.

☐ To get face-to-face contact with other pharmacy suppliers and retailers.

☐ To learn more about diabetes.

☐ Other (please specify)

5. Where do you prefer to get more information about this event?

☐ Email

☐ Social media

☐ Event Webpage

☐ Other (please specify)
6. We are considering several topics for this conference, what topics are the most interest to you?

☐ History of treatment to diabetes.

☐ The development of the new diabetes drugs.

☐ The current stages of diabetes drug development.

☐ Feedback of the drugs from patients.

☐ Other (please specify)

7. We are considering several formats for this conference, which of the following do you find most interesting

☐ Lecture

☐ Workshops

☐ Panel of speakers

☐ Question and answer sessions

☐ Single expert speakers

☐ Other (please specify)
8. How much are you willing to pay for this conference?

9. What specific outcomes do you expect out of this event?

10. What is your level of understanding of diabetes drugs, preventions, and treatments?

- Experts
- Intermediate
- Novice
- I don't know

Survey link: https://www.surveymonkey.com/r/TRWTXM3

Catering and Beverage:

La Prima Catering: http://www.laprimaevents.com/

Birchtree Catering: http://birchtreecatering.com/

The Greenfield Restaurant and Bar: http://thegreenfieldrestaurant.com/
Florist & Decor-
Splints and Daisies: http://www.splintsanddaisies.com/

Paper Invitations-
Anticipate Invitations: https://www.anticipateinvitations.com/

Entertainment-
Music-
Occasions DJ: https://www.occasionsdjs.com/

Photography & Videography-
BG productions Photography and Videography: http://bgproonline.com/home/
**Event Format**

The event will start at 11:00 am. It is going to a banquet lunch event and food and drinks will be served at the table.

Once the attendees are registered and seated, the event will start with a welcome note and some necessary announcements. This will be followed by our keynote speaker and then there will be our expert panel who will answer your questions. After the lunch break, we will move on to a runway show where the cancer survivors will walk to celebrate their journey through the whole process.

**Program Agenda**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00-8:00 AM</td>
<td>Set up the stage, AV, lights, table and chairs,</td>
</tr>
<tr>
<td>7:00:00 AM</td>
<td>Staff and volunteers check in</td>
</tr>
<tr>
<td>7:00-9:00 AM</td>
<td>Set up the decorations, flowers and carpets</td>
</tr>
<tr>
<td>9:00-10:00 AM</td>
<td>Breakfast for all the volunteers, staff and vendors</td>
</tr>
<tr>
<td>10:00-11:00 AM</td>
<td>Go over all the preparations, check with the speakers and see if they are on time or going to be late</td>
</tr>
<tr>
<td>11:00 AM-12:00 PM</td>
<td>Greet the guests and attendees and complete the registration process. Also help the differently abled attendees if required. Also check with the AV and lighting department</td>
</tr>
</tbody>
</table>
**Day of Event Agenda**

<table>
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<th>Activity</th>
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</tr>
<tr>
<td>12:00-12:30 PM</td>
<td>Event starts, welcome note, serve drinks and appetizers at the tables</td>
</tr>
<tr>
<td>12:30-1:30 PM</td>
<td>Keynote: &quot;Myths about Radiation Therapy&quot; by Marisa Weiss, M.D</td>
</tr>
<tr>
<td>1:30-2:15 PM</td>
<td>Lunch break- to be served to the guests at their tables</td>
</tr>
<tr>
<td>2:15-3:45 PM</td>
<td>Expert Panel Talk: What's new in breast cancer treatment? How has it changed? Michela Tsai (MD), Shari Baldinger (CDC), Lisa Schneider (MD); Get everything ready for the runway show</td>
</tr>
<tr>
<td>4:00-4:45 PM</td>
<td>Runway Show</td>
</tr>
<tr>
<td>4:45-5:10 PM</td>
<td>Thank you note</td>
</tr>
</tbody>
</table>
Event Management

Organizational and Individual Event Partners-

1. *American Breast Cancer Foundation*:

Website: [http://www.abcf.org/](http://www.abcf.org/)

Facebook: [https://www.facebook.com/abcf.extendthereach/](https://www.facebook.com/abcf.extendthereach/)

Twitter: [https://twitter.com/TweetABCF](https://twitter.com/TweetABCF)

YouTube: [https://www.youtube.com/channel/UCTtKiTiOVZ5VTsh1QeTZ9gg](https://www.youtube.com/channel/UCTtKiTiOVZ5VTsh1QeTZ9gg)

Instagram: [https://www.instagram.com/americanbreastcancerfoundation/](https://www.instagram.com/americanbreastcancerfoundation/)

We chose ABCF as our partner as their mission is to provide financial assistance for breast cancer screenings and diagnostic tests for uninsured and underserved individuals, regardless of age or gender. Their various programs have helped patients with facilities and assistance in their own areas and have received letters of acclaim from throughout the country. Since they are so involved in the breast cancer awareness and treatment programs, people know about it and would like to know what else they have in store for them in the event.
2. Susan G. Komen:

Website: http://ww5.komen.org/

Facebook: https://www.facebook.com/SusanGKomen

Twitter: https://twitter.com/SusanGKomen

YouTube: https://www.youtube.com/user/KomenfortheCure/videos

Instagram: https://www.instagram.com/susangkomen/

Pinterest: https://www.pinterest.com/susangkomen/

LinkedIn: https://www.linkedin.com/company/14555?trk=tyah&trkInfo=idx:2-1-6,tarId:1423068188594,tas:susan

This organization was chosen as a partner for its wide popularity and charitable work that it does for the breast cancer patients and their families, e.g.- Last year, Susan G. Komen’s community grants provided financial and social support for more than 50,000 families impacted by breast cancer.
3. **Avon Foundation for Women:**

Website: [http://www.avonfoundation.org/](http://www.avonfoundation.org/)

Facebook: [https://www.facebook.com/avonfoundation](https://www.facebook.com/avonfoundation)

Twitter: [https://twitter.com/avonfoundation](https://twitter.com/avonfoundation)

Youtube: [https://www.youtube.com/user/avonfoundationonline](https://www.youtube.com/user/avonfoundationonline)

Avon Foundation has been working towards it since 1992 and has raised more than $815 million till 2013. Its beneficiaries range from leading cancer research centers to local, nonprofit breast health programs, creating a powerful international network of research, medical, social service, and community-based breast cancer organizations. So, it brings a wide range of people and organizations which is a plus point for the event.
Chain of Command:

National Breast Cancer Foundation

Marketing Department
- Branding
- Marketing & promotion
- Sponsorships

Public Relations & Communication Department
- Promotion along with the marketing team

Accounts/Financial Department
- Budgeting

Administrative Department
- Staff and Volunteers
- Guests and Speakers
Supply list:

Stage:

- Audio and visual system
- Light system
- Seating arrangements

Seating Area:

- Seating arrangements
- Decorations
- Flowers
- Carpets

Others:

- Food and catering
- Air conditioning/ Heater

Volunteers:

The different responsibilities that the volunteers will be in-charge of will be:

- Check- in and Registration
- Helping the guests in finding their seats
- Looking after the needs of the guests and the speakers
- Handing out the event program agenda to the attendees
- Helping in setting up the stage after a speech or discussion
Registration and ticketing-

For registration we have set up our event account on ticketleap from where the interested people can buy tickets on the basis of their suitability.

**Budget:**

Estimated Budget on the basis 650 attendees:

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speakers (Flight+hotel)</td>
<td>$2000</td>
</tr>
<tr>
<td>Speakers (inclusive of all)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Catering &amp; Beverage</td>
<td>10<em>650+15</em>650 = $16,250</td>
</tr>
<tr>
<td>Design, Flowers &amp; Decorations</td>
<td>$1000</td>
</tr>
<tr>
<td>Photography &amp; Videography</td>
<td>$6000</td>
</tr>
<tr>
<td>Invitation &amp; Flyers (no printed materials)</td>
<td>$0.00</td>
</tr>
<tr>
<td>Rental (included in venue cost)</td>
<td>$0.00</td>
</tr>
<tr>
<td>Safety &amp; Security (included in venue cost)</td>
<td>$0.00</td>
</tr>
<tr>
<td>Event Insurance</td>
<td>$1500</td>
</tr>
<tr>
<td>Venue</td>
<td>$5000/Day</td>
</tr>
<tr>
<td>Parking</td>
<td>$5000</td>
</tr>
<tr>
<td>Volunteer (10*100)</td>
<td>$1000</td>
</tr>
<tr>
<td>Misc. (15%)</td>
<td>$7200</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$54950</td>
</tr>
</tbody>
</table>

**Sponsors**

1. Susan G. Komen

   [http://ww5.komen.org/](http://ww5.komen.org/)

2. Brighton
Outreach letter to sponsors-

Dear *Name of concerned person*,

Hello! This is regarding the breast cancer conference which is going to be held on 14<sup>th</sup> of October 2016. Since you have been so much into the idea of helping the women and their friends and family while raising awareness about breast cancer, we see it fitting to approach you as a sponsor for our event. We are hoping total of 650 attendees and the event is going to be covered by the media. We are hoping that this year’s event will be a great success and with your help we can achieve it.
Sponsorship Packages:

$15,000- Presenting Sponsor, 10 tickets with preferred seating, tax deductible, acknowledgment in all press and media releases, name on event promotional materials.

$10,000- Title Sponsor, 7 tickets with preferred seating, tax deductible, name on event promotional materials.

$5000- Mission Sponsor, 5 tickets with preferred seating, tax deductible, listing on webpage and invitations.

Payment Options:

☐ Check- $__________

☐ Please charge $ ___________ to my card.

☐ Visa ☐ Mastercard ☐ Discover ☐ Amex

Name on card:
Card No.:
Expiry date:
Signature:

Looking forward to working with you.
Financial Goals-

Estimated VIP guests- 150

Estimated number of students- 25

Total estimated guests- 650

Financial goals from ticketing: $84,375
Event Branding & Marketing:

Branding Worksheet:

<table>
<thead>
<tr>
<th>Brand Purpose:</th>
<th>To educate the community by providing support and information about detection, diagnosis, treatment and survivorship.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand essence:</td>
<td>Celebrating the gift of life.</td>
</tr>
<tr>
<td>Brand positioning:</td>
<td>Today’s women concerned about their health</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Core target profile:</th>
<th>Key Consumer Benefits:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>raising awareness about cancer importance of early checkup and detection making connections</td>
</tr>
<tr>
<td>Breast cancer impacted</td>
<td></td>
</tr>
<tr>
<td>Breast cancer survivors</td>
<td></td>
</tr>
<tr>
<td>Friends &amp; family of breast cancer impacted</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand Discriminator:</th>
<th>It is a day of celebration, it is a day of sharing the beauty, grace, and strength of all breast cancer survivors and their loved ones.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personality:</td>
<td>Approachable, friendly, elegant, dedicated</td>
</tr>
<tr>
<td>Values:</td>
<td>Informative, enjoyable, supportive</td>
</tr>
</tbody>
</table>
Marketing Tools-

Event Website: http://pankajetal.wix.com/swatisingh

Invitation:

![Invitation Image]

Social Media:

Facebook page: https://www.facebook.com/encourageengageempower/?fref=ts

Hashtags that we will be promoting on twitter and Instagram are #thinkpink and #fightbreastcancer.
Ticketing site:


**Promotional Channels**


We have selected this PR firm as they handle the public relations side of an event as well as also take care of how the event is trending on social media, which is our main focus.

We will also consider a local news channel for the coverage as well as keep updating all the information on our website and Facebook pages so that people can get information easily.
Promotional pieces:

Flyer:

National Breast Cancer Foundation Presents

Encourage, Engage, Empower
- Breast Cancer Awareness Drive

Date:
14th October 2016, 11:30 AM onwards

Venue:
Philadelphia Convention Center
1101 Arch Street, Philadelphia, PA 19107

Coming October is all about Pink

Keynote speaker: Marisa Weiss, MD
Topic: Myths about radiation therapy
Event website page:

Encourage, Engage, Empower
- Breast cancer awareness drive

Date:
14th October 2016, 11:30 AM onwards
Venue:
Philadelphia Convention Center
1101 Arch Street, Philadelphia, PA- 19107

Coming October is all about pink

Facebook page:

Breast Cancer Awareness

To educate the community about breast cancer by providing support and information on detection, diagnosis, treatment, and surviving breast cancer.
Marketing Calendar:

1. 1 year before- announcement of the event
2. 8 months before- finalization of event date
3. 7 months before- venue finalization and send out for printing of flyers
4. 5 months before- hire the PR firm and start promotion, get in contact with the speakers and panelists
5. 3 months before- tickets go on sale, last date for registration is announced, photographers and videographers are hired, finalize the catering vendor
6. 2 months before- finalize the décor and florist vendors, recruit volunteers, send out order for the event sign and banner, continue publicity
7. 1 month before- boost on social media promotion, maintain the RSVP list, double check with the PR firm, write welcome and thank you notes, check-in with the vendors
8. 1-2 weeks before- upload the guest list, brief the volunteers and staffs on their respective duties.
9. Event Day- Keep multiple copies of schedules and agenda, arrive early and check the event area, check up on the audio and visual system, do live uploads on social media.
10. The next day- send out thank you’s to the guests and send out post- survey questionnaires.
Evaluative Process:

*Facebook* - Number of new likes after the event, number of increased shares, number of check-ins at the event, number of photos of the event posted.

*Twitter* - Number of people following the twitter account of the event, number of people talking about the event with the hashtags - #thinkpink and #fightbreastcancer.

*Instagram* - Number of people posting live about the event, number of people using the hashtags.

Post- Event Survey-

1. Did you attend the Breast Cancer Awareness event?
   - [ ] Yes
   - [ ] No

2. Overall, how would you rate the event?
   - [ ] Excellent
   - [ ] Very good
   - [ ] Fairly good
   - [ ] Mildly good
   - [ ] Not good at all

3. How organized was the event?
   - [ ] Extremely organized
   - [ ] Very organized
   - [ ] Somewhat organized
   - [ ] Slightly organized
Not at all organized

4. How engaging was the speaker at the event?
☐ Extremely engaging
☐ Very engaging
☐ Somewhat engaging
☐ Not so engaging
☐ Not at all engaging

5. How unique was the event?
☐ Extremely unique
☐ Very unique
☐ Fairly unique
☐ Slightly unique
☐ Not at all unique

6. What was your favorite experience at the event?
☐ Panelists
☐ Activities
☐ Interacting with survivors
☐ Food
☐ Other (please specify) ____________________________

7. Your satisfaction at the event

<table>
<thead>
<tr>
<th>Bad / Unsatisfied</th>
<th>A little Unsatisfied</th>
<th>It's OK</th>
<th>A little Satisfied</th>
</tr>
</thead>
</table>

Panelists ☐ Panelists and Speakers ☐ Panelists and Speakers ☐ Panelists and Speakers ☐ Panelists and Speakers}

Panelists and Speakers Bad / A little Unsatisfied

Panelists and Speakers It's OK

Panelists and Speakers A little Satisfied

Panelists and Speakers Very Good / Very Satisfied
8. Would you be interested in coming back to this event if it is organized again in future?

- [ ] Yes
- [ ] No

9. Additional Comments (if any)

Survey Link- [https://www.surveymonkey.com/r/MGC7VR5](https://www.surveymonkey.com/r/MGC7VR5)