

VISITOR FEEDBACK SURVEY 2016 ANALYSIS

General visitor satisfaction

96.8%
had a positive
experience

94.6% in 2015

95.6%
would recommend to
colleagues and friends

93.6% in 2015

64.1%
thought sessions were
of a high standard

64.6% in 2015

Exhibition

77.2%
thought the range of
products/services was
extensive

27.5%
signed up to services
at the Expo

61.3% ↗
bought products at
the Expo

51.0% in 2015

...of the 61.3% who bought products as the show

71.2%
spent more than £20

25.6%
spent over £50

9.9%
spent more than £100

Testimonials

"It was by far the best event I have attended for ages. It was great to have such positive experiences with music and drama exhibitors who were happy to spend the time and explain new ideas and technology. This really inspired me again and made me realise that I really still love music and drama."

Anon via survey

"Found the exhibitions and talks useful. The exhibitors and speakers were approachable and it was helpful to be able to talk to speakers after their talks."

Anon via survey

"We have no big music shop near us, and it's the only chance we get to stand and browse all the different workbooks and orchestral pieces, which you can't do online."

Anon via survey

"I like the mix of low tech solutions and the other end of the spectrum."

Anon via survey

"All round great day @ MusicEdExpo, some good sessions, great freebies and have come home re-energised about my job"

Miss H via Twitter

"Enjoy handling products and music. Will be buying into other products which were demonstrated. My practice always improves because of this event as it is so inspiring! Thank you for putting this event on!!!!"

Anon via survey

"Great to meet such fab people @ MusicEdExpo yesterday. Love the fact there are 2 days just devoted to music education - so inspiring!"

Charlotte via Twitter

Things visitors wanted more of

More drama focused companies, more music suppliers, smaller music publishers, more music tech, more higher education music institutions, string suppliers/repairers, particularly traditional classroom percussion, I was hoping to see some complete schemes of work, a bigger range of publishers there, especially those selling piano music.

