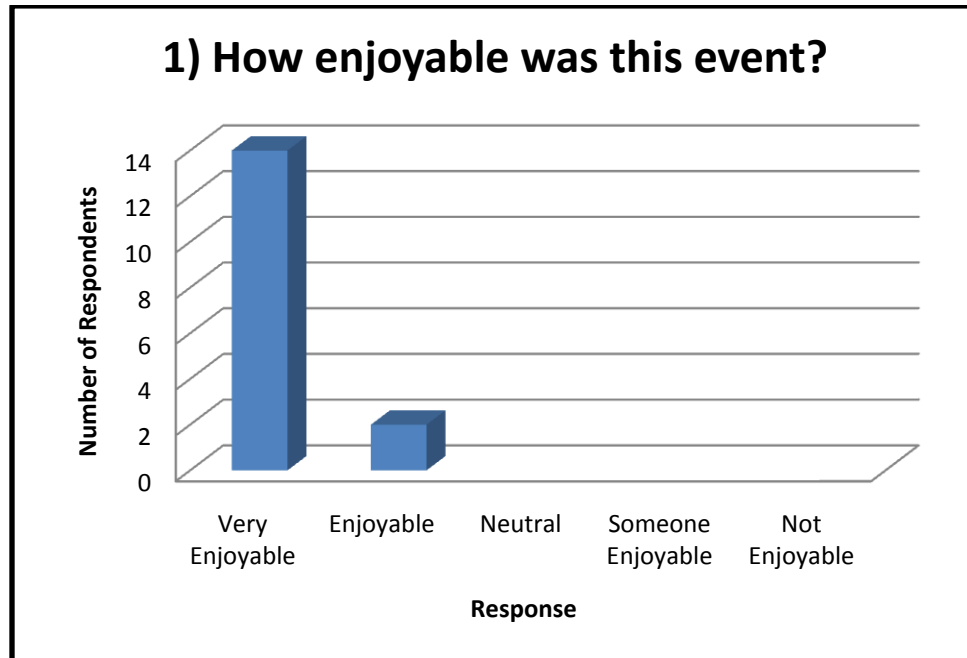


## Qualitative Findings: Likert Scale Questions - Analysis

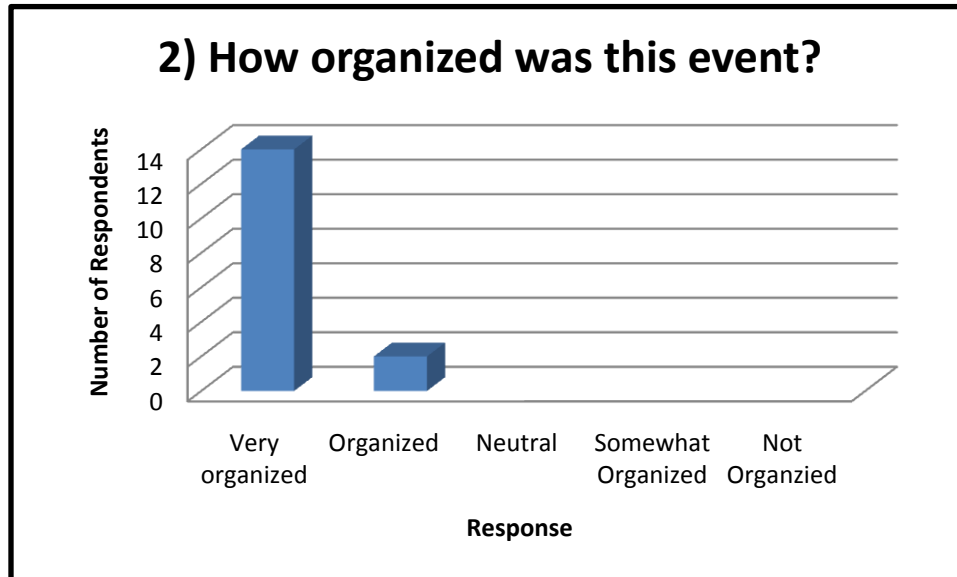
Within our post-event survey, our peers were asked six questions based on a Likert scale.

Here, you will see the results from those questions.

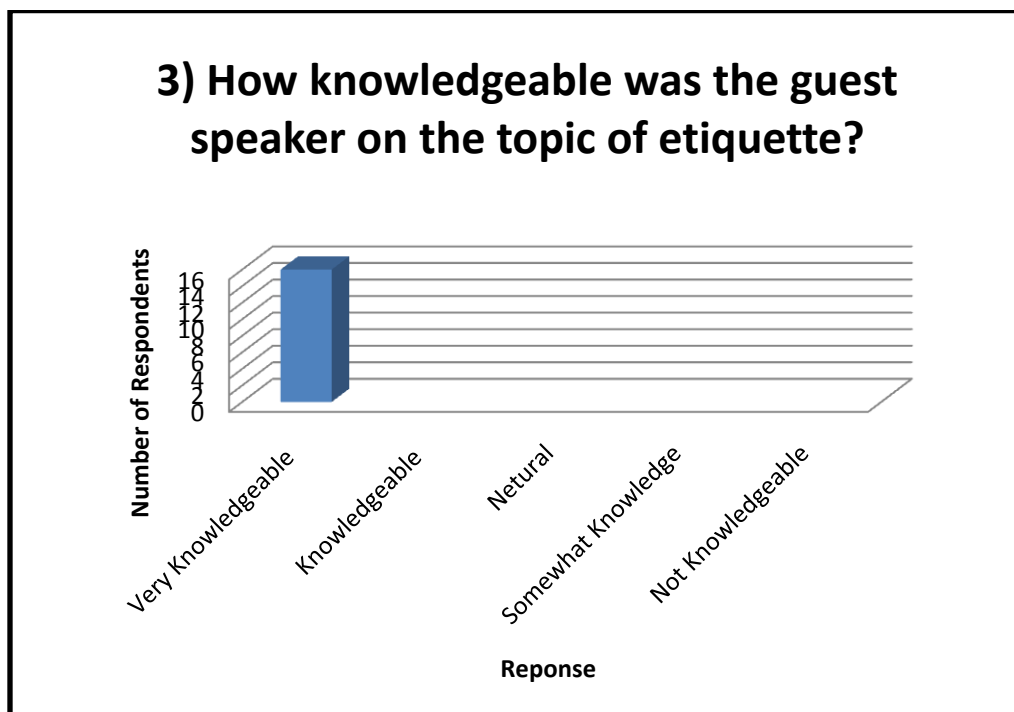


Based on the survey results, 88% of respondents found this event to be very enjoyable. These results indicate a majority of students that attended the event found it very enjoyable. This high

majority showcases the success of the etiquette seminar.

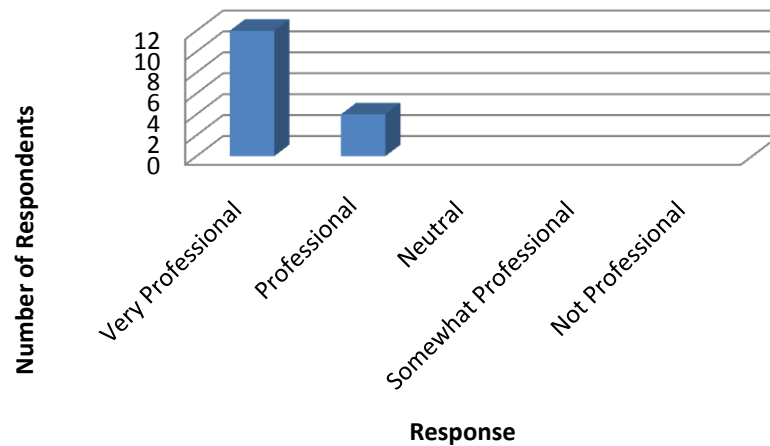


An 88% majority found this event to be very organized. We believe that these results are reflective of the amount of work our team put into organizing the “Outline, Outdress, Outclass” etiquette event.



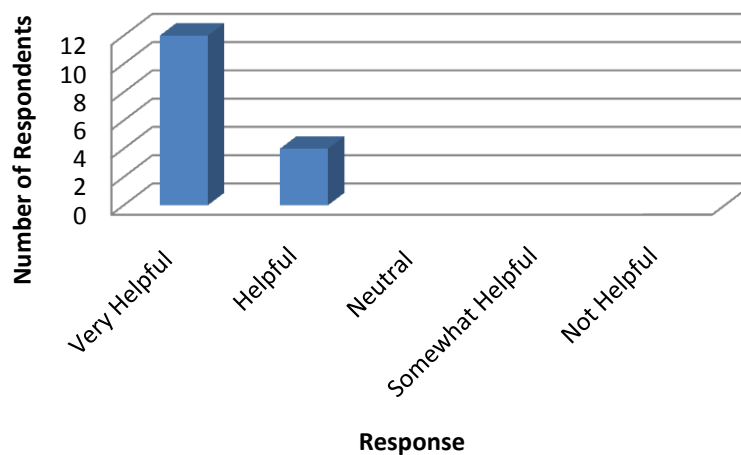
Our survey found that 100% of respondents found Ms. Pepper, the etiquette guest speaker, very knowledgeable. Ms. Pepper proved to be a credible, valid source on etiquette, which was reflected strongly in the survey results.

#### 4) How professional and helpful were the event coordinators?

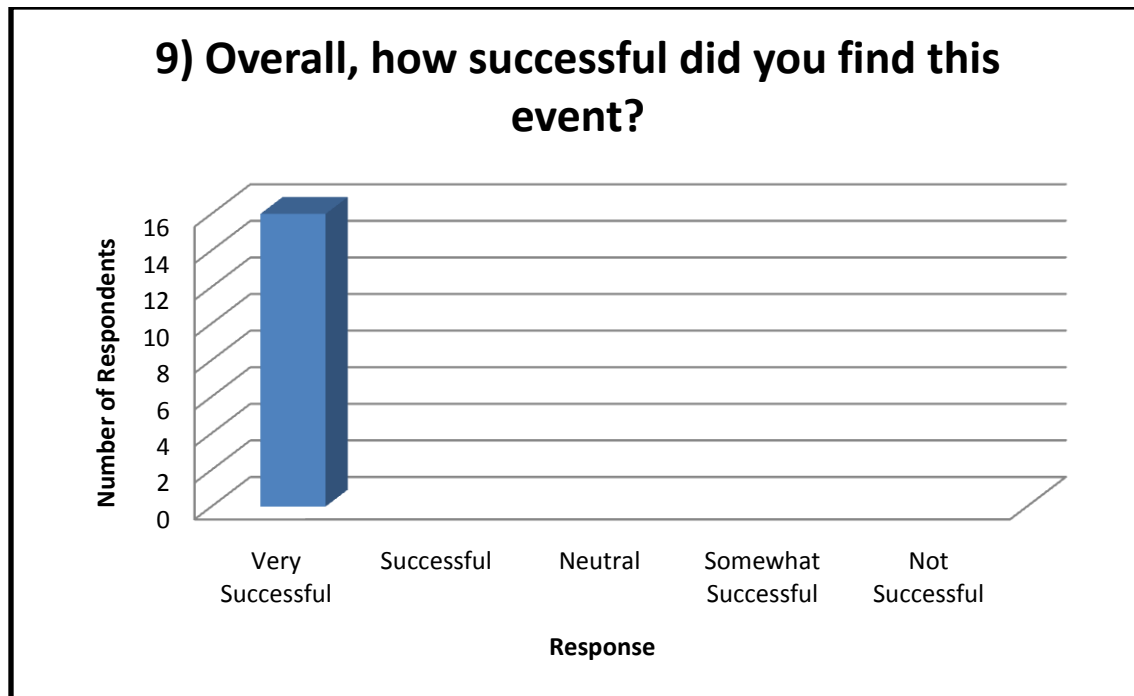


A large majority of our respondents, 75% found that the event coordinators were very professional and helpful. The remaining 25% believed that the event coordinators were professional and helpful. These results show that our team maintained an high level of professionalism throughout the event.

#### 5) How helpful do you think this event will be for you future career?



When organizing this event for our peers, our group hoped that this event would be beneficial to them for their future careers. 75% of the respondents found this event to be very helpful for their future careers, while 25% found it to be helpful in the future.



The “Outline, Outdress, Outclass” event was deemed a success when 100% of respondents indicated that this even was very successful. The 100% response is a clear indicator of the triumph of the event. The Likert scale questions allowed the respondents to honestly provide feedback to our team, sharing their thoughts on our event. The surveys were completely anonymous, which allowed the respondents to be confident with their answers. We are extremely pleased with the Likert scale results, as it illustrates the successes of our event.

### **Qualitative Findings: Open-ended Questions - Analysis**

Respondents were also asked open-ended questions. We were able to identify key themes from these responses and gain qualitative findings.

#### **Event Attendees’ Favourite Part of the Event**

Our guests were asked what their favourite part of the event was. The majority of respondents stated that their favourite part was learning proper dining etiquette. Many people said that the dining tips were important considerations that they were previously unaware of. Many respondents also cited that in the past they did not give much thought to their etiquette in formal dining situations. One respondent mentioned that the room had a nice ambiance. Another respondent stated that they thoroughly enjoyed the three-course meal!

As a couple respondents mentioned, the dining portion was exceptionally enjoyable, and Ms. Pepper was able to hold their full attention, because they were in a comfortable, relaxed setting and they were eating as they listened. When organizing the dining section, our group liked the concept of the dining presentation being given during the meal. This way, the guests were actually able to apply what they were learning and receive instant gratification. We were happy to hear feedback from guests who did enjoy this unique form of learning.

Many respondents also stated that their favourite part of the event was hearing Ms. Pepper's useful tips and advice. Some respondents pointed out that they found Ms. Pepper to be extremely knowledgeable on the topic of etiquette.

Similarly, some respondents stated that their favourite part of the event was when Ms. Pepper opened the floor to questions and answered them knowledgeably. We presume that this part of the presentation was well-received because there was the opportunity for involvement and listener-speaker interaction. The question-answer session also took on quite an informal and humorous tone.

Finally, some respondents cited the pre-event networking session as their favourite part of the event. It was interesting to learn that some students hadn't considered the fact that there are important etiquette tips that should be followed while networking. Respondents pointed out

that Ms. Pepper's networking tips were extremely useful, as public relations practitioners will inevitably be required to attend events, which include a reception.

### **What Event Attendees Learned from the Event**

We also asked our guests what they learned from our event. This question is extremely important, as our key objective was to have attendees leave the event having learnt proper etiquette techniques. Many respondents explicitly stated that they had learned new etiquette tips that they had previously never considered.

The majority of respondents cited that the most important information they learned at the event were various proper dining techniques. People cited such tips as: the proper use of utensils, where to place your hands, proper posture, how to politely eat dessert and the passing of food at a table.

Some respondents cited that the most important thing they learned were the tips on business networking. Some people may have felt that the information about effective networking was more pertinent and applicable to a career in corporate communications than dining or dress etiquette.

A few respondents noted that the etiquette tips served as a reminder to pay attention to the small details, until this behaviour becomes a habit. A few respondents also stated that they believed the etiquette tips would be extremely useful for them in their future careers.

### **Key Messages Retained by Event Attendees**

We asked our attendees what key messages they will take away from our event. We received quite similar responses, including some that were particularly insightful. The key message that the majority of respondents retained can be summed up in one respondent's statement, "Etiquette is just as important as a great resume." Many respondents cited that

etiquette is crucial not only in special circumstances, but in day-to-day activities. Respondents understood the notion that knowledge of proper etiquette can be a determining factor in whether or not they “get the job” or “make the deal.” As one respondent said, “You can be very smart, qualified and capable, but if your etiquette is off, you’re holding yourself back.” The responses to this question showed us that we successfully completed one of our objectives: to show the guests just how important etiquette is in the business world.

The second most popular response to this question was that respondents understood how important first impressions are and how much people infer about you as a person from your mannerisms. As one respondent stated, “First impressions are everything.”

Many respondents cited that a key message they learned was the strong link between etiquette and your personal presentation and the role of a communicator. The respondents argued that successfully presenting yourself is crucial, and that as communicators, we need to be aware of this. We were very happy that respondents received this message. While Ms. Pepper did not relate the topic of etiquette to the field of communications, this is a key point that we tried to stress in both the introduction and conclusion of our event.

Some respondents said that a key message they took from our event is that you must be aware of your surroundings and aware of your actions and body language. It is important to pay attention to who is around you, and who may be watching you. We believe that Ms. Pepper’s humorous anecdotes truly illustrated the importance of etiquette in real-life circumstances and stressed this point.

Overall, we were very happy with the responses we received from our open-ended survey questions. However, it was interesting to note that respondents made no mention of the dress portion of the etiquette presentation. Perhaps this was because this portion was quite short.

Another possibility is that respondents did not feel that the information on dress etiquette was as newfound or as useful as the information on dining etiquette.

Attendees seemed to enjoy themselves at our event. It appears that the attendees felt that they learned dining and networking tips that are extremely valuable and will be beneficial to them in their future careers. For the most part, our classmates also retained key messages that we had attempted to stress through our event.