

Online Surveys Masterclass

*Designing, Implementing and
Leveraging Online Surveys*

This course provides the fundamentals of designing and implementing online surveys for research and evaluation, including item construction for the online environment and interpreting and leveraging the results.

- > The different types and formats of surveys
- > Online survey design methodology
- > How to write quality survey items
- > Techniques to enhance respondent experience
- > Best practice for increasing reliability and validity
- > Online survey etiquette and ethics
- > Interpreting and leveraging data for decisions

Who Should Attend:

Anyone responsible for feedback, customer satisfaction or survey research programs.

All participants will receive a certificate of accomplishment.

Strictly Limited Numbers

**WORKSHOP
LEADER**

Dr Zita Unger

**WORKSHOP
DATES**

Melbourne

13 October 2010

Brisbane

20 October 2010

Sydney

27 October 2010

PERFORMANCE
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Designing, Implementing, Interpreting and Leveraging Online Surveys

“We just need a survey!”

Online surveys are widely used to collect feedback, understand attitudes, meet expectations of customers and clients and improve accountability.

Increasingly, individuals and organisations are being asked to collect and manage information for decision-making, especially to improve the quality of services and products.

It is crucial that ‘data-driven’ decisions are based on evidence that is sound, dependable and trustworthy.

Good survey design can increase data reliability, validity and maximise response rates. Understanding how to obtain the best from your online environment and avoid the pitfalls will improve your survey success.

Once data has been collected and analysed, the next critical step is translating results into useful information for decision-making and action. Understanding the principles for communicating results effectively can help leverage data and increase their impact and value.

This course focuses on practical elements of online survey construction and data interpretation to maximise results. It explores different types of surveys, selecting the right survey, how to increase response rates and apply best practice. Participants will learn the tools and techniques for each step in the online survey process.

For organisations considering outsourcing their surveys, the day will provide a foundation to assist in selecting the right provider for a successful collaboration.

Get the most out of your online feedback.

The Program

1. Overview and expectations

2. Online survey elements

- > Advantages and disadvantages of online surveys
- > Survey quality (validity and reliability)

3. Survey design

- > Selecting a design
- > Identifying purpose and target population
- > Sampling

4. Questionnaire design

- > Item construction
- > Levels of measurement
- > Response scales
- > Sources of bias and error
- > Writing tips

5. Pilot testing

- > The pretest process
- > Problems to check
- > Practical guidelines

6. Survey implementation

- > Administering the online survey
- > Improving response rates
- > Implementation tips
- > Error reduction and risk management

7. Interpreting and Leveraging Survey Results

- > Principles for communicating results effectively
- > Telling your story
- > Impact and value

Evaluation and close

The Workshop Leader

Dr Zita Unger –

Dr Zita Unger is an evaluation specialist with extensive experience in knowledge management, human resources and performance improvement.



Zita is founder and director of Evaluation Solutions, a Melbourne based company that provides an online survey platform and implementation service for corporate, public sector and education environments. She specialises in evaluation and diagnostic tools to empower clients with fast, intelligent and reliable feedback to benchmark and measure continuous improvement in key strategic areas of business.

Zita taught Program Evaluation at Deakin University to graduate students in Instructional Design. She is a past president of the International Society for Performance Improvement (ISPI), Melbourne Chapter. She received the Australasian Evaluation Society (AES) Evaluation Training and Service (ET&S) Award for outstanding contributions to the profession of evaluation. Zita has presented widely at international conferences and delivered numerous professional development workshops in Australia and overseas.

Strictly Limited Numbers

To ensure optimum learning, this workshop is limited to 20 participants.

Methodology

Designed for people responsible for surveys in corporate, public sector and education environments.

This interactive program will provide practical opportunities for participants to apply what is learned to their workplace projects. Group discussion, exercises and design plans are incorporated. Common problems and how to manage them are discussed in detail, with examples of good and bad practice.

The take away reference materials include an action plan and checklists.

Previous participants have said

"I didn't realise how much was involved in creating a good survey."

"I brought along one of our surveys to the workshop. The exercises and critique made a huge difference to its wording and format."

"Highly recommended. The workshop validated what I do and provided additional insights that will greatly improve my work."

Program Timetable

Registration & Coffee	8.30am - 9.00am
Morning Tea	10.30am - 10.45am
Lunch	12.30pm - 1.30pm
Afternoon Tea	3.00pm - 3.15pm
Close	5.00pm

Breaks and lunch fully provided.

Online Surveys Masterclass 2010

VENUES

MELBOURNE

13 October 2010
THE SEBEL
394 Collins Street
Melbourne Vic 3000
Tel: (03) 9211 6600

BRISBANE

20 October 2010
MERCURE BRISBANE
85-87 North Quay
Brisbane QLD 4000
Tel: (07) 3236 3300

SYDNEY

27 October 2010
QUAY WEST SYDNEY
98 Gloucester Street,
The Rocks NSW 2000
Tel: (02) 9240 6000

IN-HOUSE

Enquiries for conducting Online Surveys Masterclass in-house should be directed to Jill Moor at PiCS on (03) 9835 8900 or jillmoor@pics.com.au

Registration and enquiries, please contact:

Jill Moor - P.I.C.S.
PO Box 1040
Hawthorn, Vic 3122
Tel: 03 9835 8900
Fax: 03 9835 8999
email:
registrations@pics.com.au

Register Online:
www.pics.com.au

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Fee: The registration fee, including GST, is \$770 per attendee including lunches, refreshments and workshop papers. For groups of three or more from the same organisation the fee is \$693 per attendee. Included in the fee is a comprehensive set of course notes.

Registration: Register online at www.pics.com.au or forward the completed registration form by fax, post or email to secure your place. Payment must be made prior to the workshop

GST: Fees quoted include 10% GST. Registered entities will be able to claim an input tax credit for GST charges on taxable supplies made by PICS. It is the responsibility of those entities to assess their eligibility for any such tax credit.

Payment: On receipt of your registration a GST invoice will be issued by PICS. Payment may be made by cheque payable to PiCS, credit card, or electronic transfer.

Cancellations: Should you be unable to attend, a substitute attendee is always welcome at no extra charge. Alternatively, we will make full and prompt refund for cancellations received fourteen days prior to commencement of the workshop less a 20% administration fee.

Accommodation: If accommodation is required it may be booked privately at the conference hotel. Ask for the conference discount.

MELBOURNE	The Sebel	(03) 9211 6600
BRISBANE	Mercure Brisbane	(07) 3236 3300
SYDNEY	Quay West Sydney	(02) 9240 6000

REGISTRATION FORM

PICS ABN: 15 062 943 766

One form per person.
Photocopy if necessary.

Online Surveys Masterclass

Please complete and return with your payment to PICS as soon as possible. Registration Fees are payable in advance.

Surname _____

First Name (for badge) _____

Position _____

Company Name _____

Address _____

City _____ Postcode _____

Tel () _____ Fax () _____

Email _____

I wish to attend: MELBOURNE BRISBANE SYDNEY

CHEQUES PAYABLE TO P.I.C.S. OR CHARGE TO:

VISA MASTERCARD AMEX DINERS

Account Number _____

Name (Please Print) _____ Expiry Date _____

Authorised Signature _____ Authorised Amount _____

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In the event of unforeseen circumstances, PICS reserves the right to substitute other speakers or otherwise amend the program as necessary.