




5

Shaping the future



Measuring Success and Building for the Future

Wonderful Copenhagen conducts post-evaluations with associations to gauge legacy impact and unearth compelling stories. These testimonials become valuable assets for future congresses.


Simultaneously, Meetingplace partners prioritize exceptional customer service and evaluate hosting facilities. They also examine the gains from participating in legacy activities.

Success is marked by positive feedback, the potential for both Wonderful Copenhagen and Meetingplace to bid for future congresses, and the measurement of positive long-term impact of congresses and events.

Throughout this journey, the focus remains on ensuring a seamless delegate experience and fostering successful future collaborations.

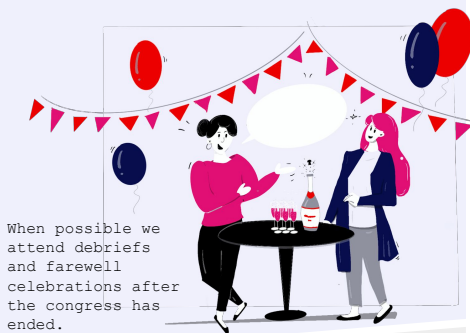
The customer journey



 = Where you might play a role

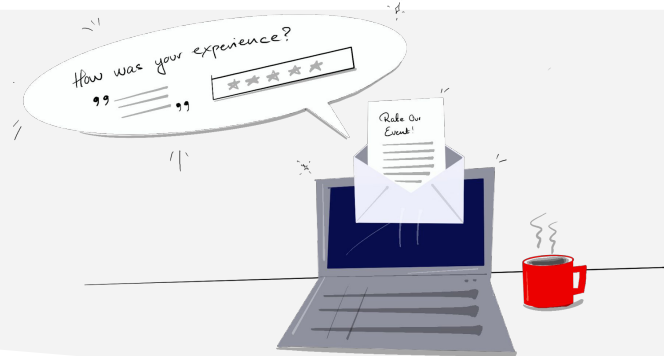
5.

From execution To farewell



When possible we attend debriefs and farewell celebrations after the congress has ended.

We send out post-evaluation debriefs to the association.

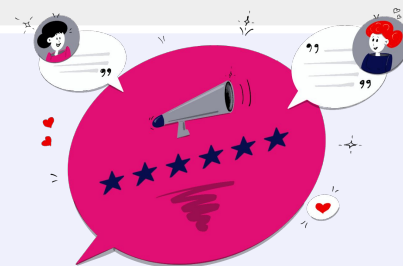


It is important for us that the association and delegates have experienced the best customer service during their stay.



It is important for us to evaluate with the association together with Meetingplace partners about their experience of the city. This is done through post-evaluation dialogue.

We inform Meetingplace partners about the congress end date and departure date.



Testimonials from previous congresses are important for us and the city because it is proof of long term trust and great relationships.

See what you can do and how we at Wonderful Copenhagen are helping.



WHAT CAN
YOU DO!

Here's what you can do

- ♥ Make sure to evaluate the customer experience with the association or organizer.
- ♥ Evaluate with your own staff and with Wonderful Copenhagen to see if there's anything we can do to improve the customer experience.
- ♥ Continue to explore how we might adapt and make changes in order to create an even better customer experience for the next congress.



Here's how we are helping

- We arrange a post-event evaluation with associations to get feedback on their experience.
- We are in close dialogue with the association about how to proceed with legacy in terms of impact and measurements activities.
- We always evaluate with our Meetingplace partners and appreciate your feedback.
- We assess which bright spots we can use to showcase Copenhagen as an excellent destination.

Summary:

In this phase, the focus is on evaluating the congresses and event's success and preparing for the future. Wonderful Copenhagen gathers feedback from associations and event organizers to assess the event's impact and collect valuable testimonials for future congresses, while Meetingplace partners emphasize excellent customer service and evaluate hosting facilities.

Success is measured by positive feedback, potential bids for future congresses, and the evaluation of positive long-term impact. To contribute, it's essential to evaluate the customer experience, seek improvements, and adapt for better future congresses. Post-event evaluations and ongoing dialogues help shape the success of future events in Copenhagen, showcasing the city as a premier destination.