



GMO Workshop on allergenicity assessment

Operational report and KPI analysis

Trusted science for safe food



Key facts and figures



- Outreach was good: 41% of participants were first-time attendees. 133 new newsletter contacts were generated.
- The event was well attended. The no-show rate (15%) is below the average of online events (22% in 2020).
- 98.6% of survey respondents declared that their event experience was good or excellent. This result exceeds the average customer satisfaction rate of EFSA's events (85% in 2020).
- The event was effective in enhancing the understanding of the topics discussed. 100% of participants declared that the event was extremely, very or somewhat useful in improving their knowledge.



6,075K€
(planned: 15K€)



New contacts
133



Customer satisfaction
98.6%



153 Participants
(expected: 181)

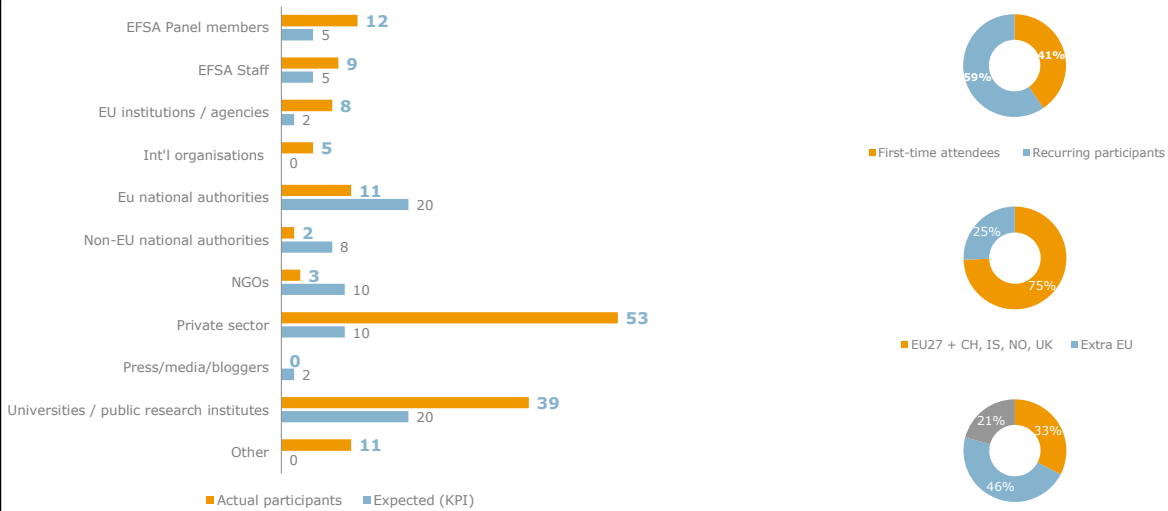


Informative rate
100%



No-show rate
15%

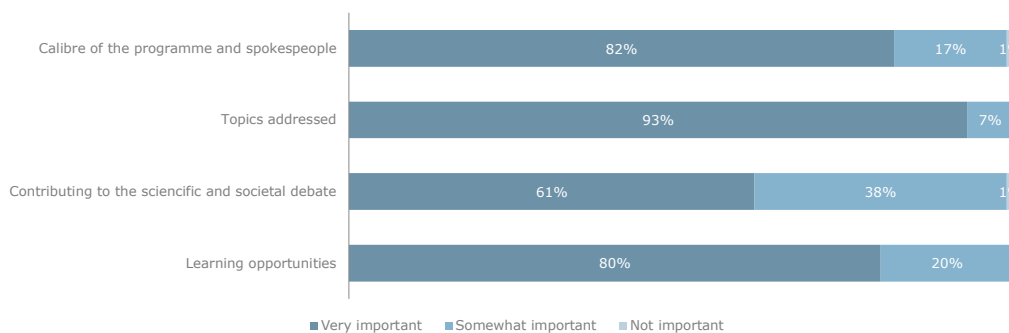
Audience mix and outreach rate



* The KPIs of the audience mix is calculated on the initial number of foreseen attendees which was 80 people. After the screening of the registrations, in accordance with the unit it was decided to grant access to all the registrants.

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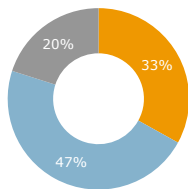
Motivating factors to attend the event



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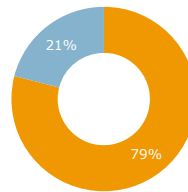
Impact and expectations

How useful was the event in improving your knowledge of the topics addressed?



Extremely useful | Very useful | Somewhat useful | Not very useful | Not at all useful

Did the event fulfil your expectations?

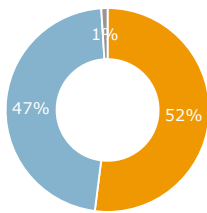


Totally | Partially | Not at all

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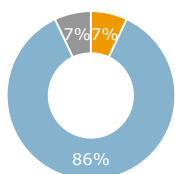
Satisfaction

Overall, how would you rate your event experience?



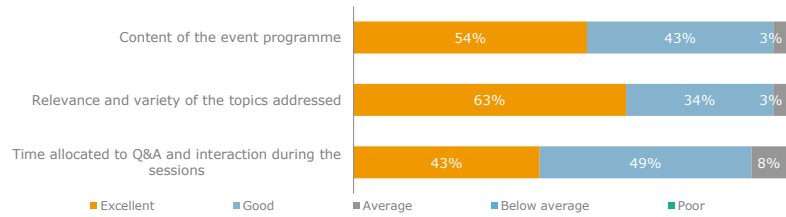
Excellent | Good | Average | Below average | Poor

The length of the event was



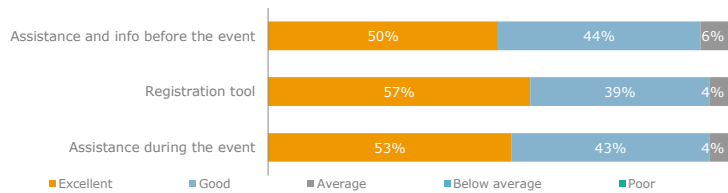
Too long | Appropriate | Too short

Content and engagement



Excellent | Good | Average | Below average | Poor

Logistics and organisation



Excellent | Good | Average | Below average | Poor

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