

PESQUISA DE SATISFAÇÃO 2021

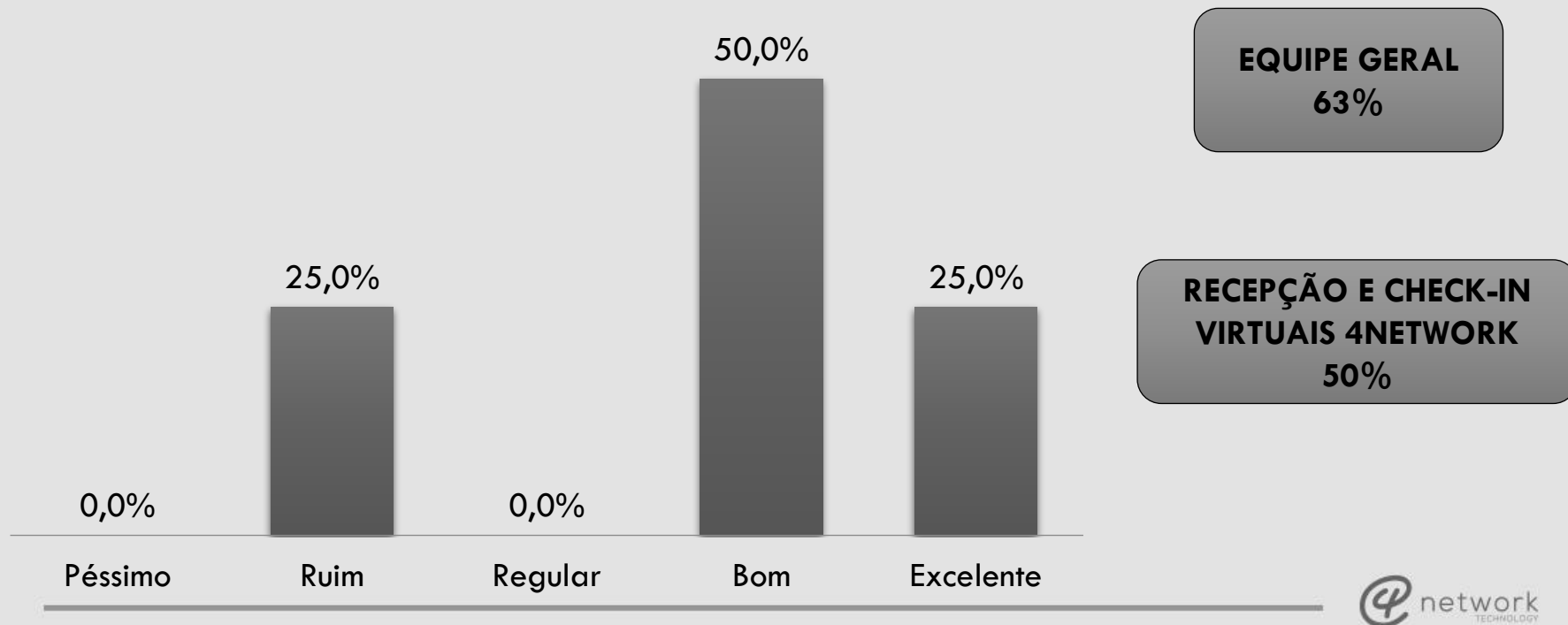


- ✓ Evento realizado dia 24 de agosto de 2021.
- ✓ Para avaliação dos itens, foi considerada a escala de 1 a 5, sendo 1 péssimo e 5 excelente.
- ✓ A nota 3 (regular) é neutra, sendo desconsiderada nos cálculos da pesquisa.
- ✓ Equação de calculo dos índices:
$$\text{Índice} = (\text{soma do percentual de notas acima de 3}) - (\text{soma do percentual de notas abaixo de 3})$$
$$(BOM + EXCELENTE) \quad - \quad (PÉSSIMO + RUIM)$$

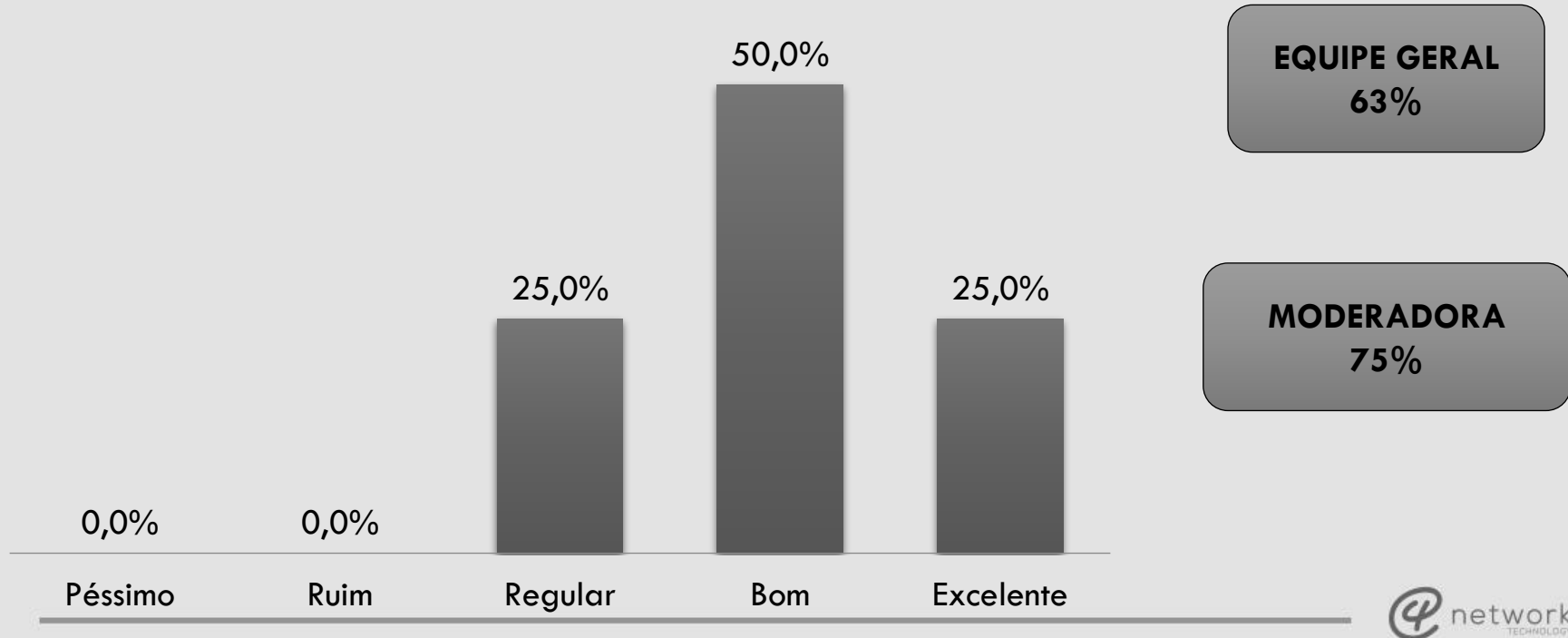
EQUIPE



EQUIPE: RECEPÇÃO E CHECK-IN VIRTUAIS 4NETWORK



EQUIPE: MODERADORA



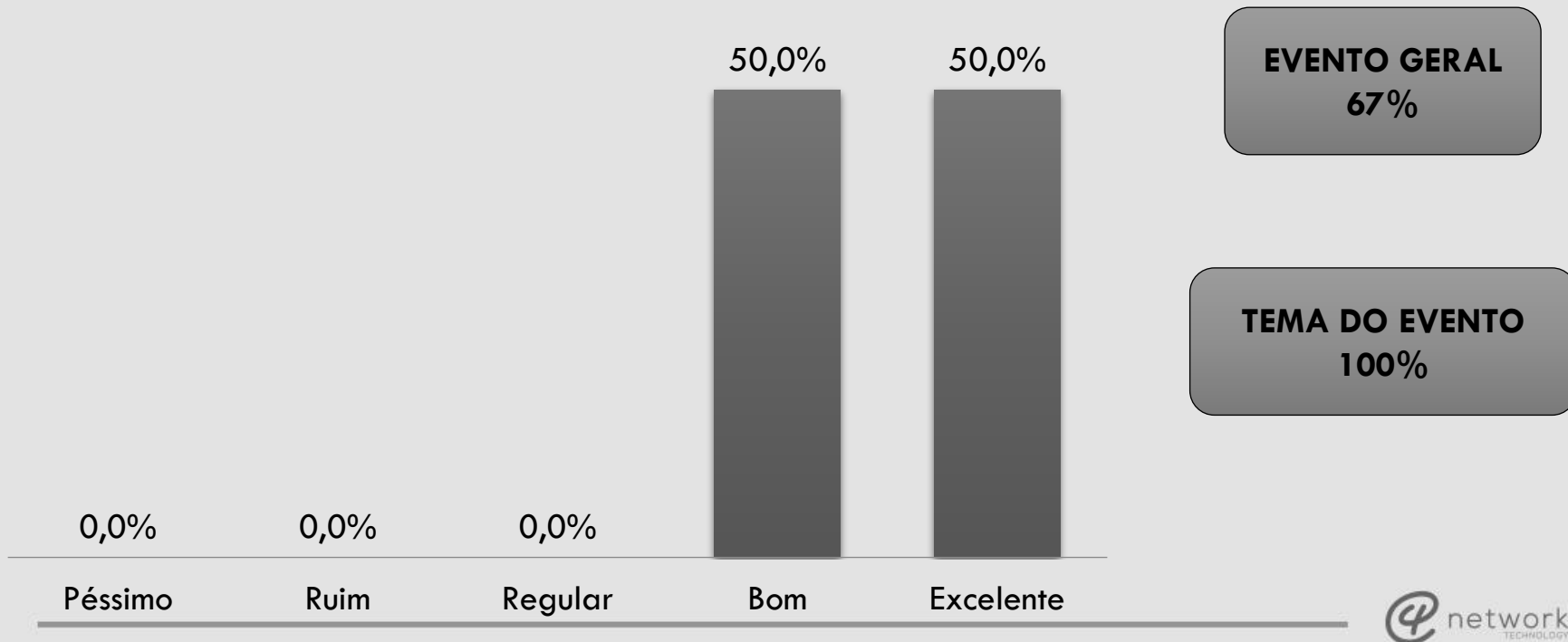
Observações:

- “Acredito que a agenda do evento poderia ser enviado com maior antecedência.”
- “Desapontada com o pós evento. Cliente tem que ser tratado como o cliente.”

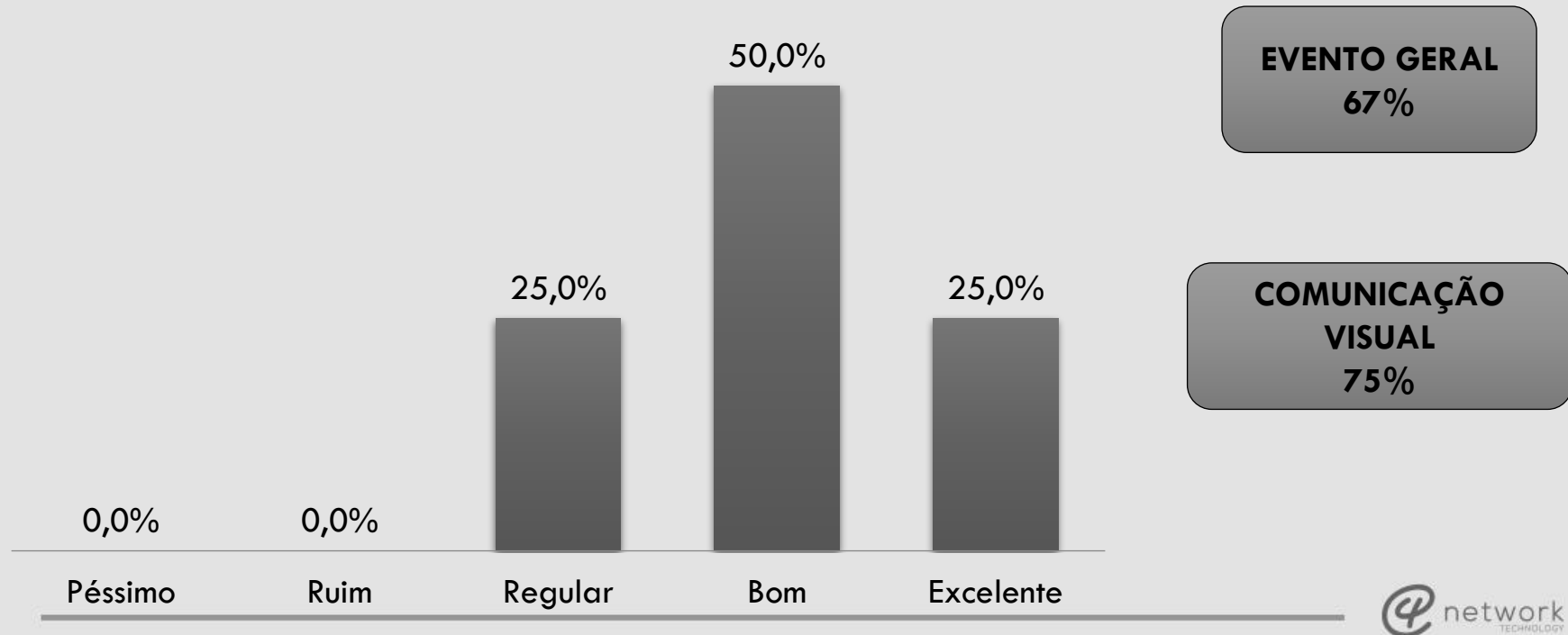
EVENTO

The image features a dark purple background. In the center, the word "EVENTO" is written in a bold, white, sans-serif font. To the left of the text, there is a single, thick, horizontal white line. On the right side, there is a cluster of various geometric elements: several thin, parallel white lines of different lengths and orientations, and a series of white arrows of varying sizes. Some arrows point towards the top right, while others point towards the bottom left, creating a sense of movement or direction. The overall composition is minimalist and modern.

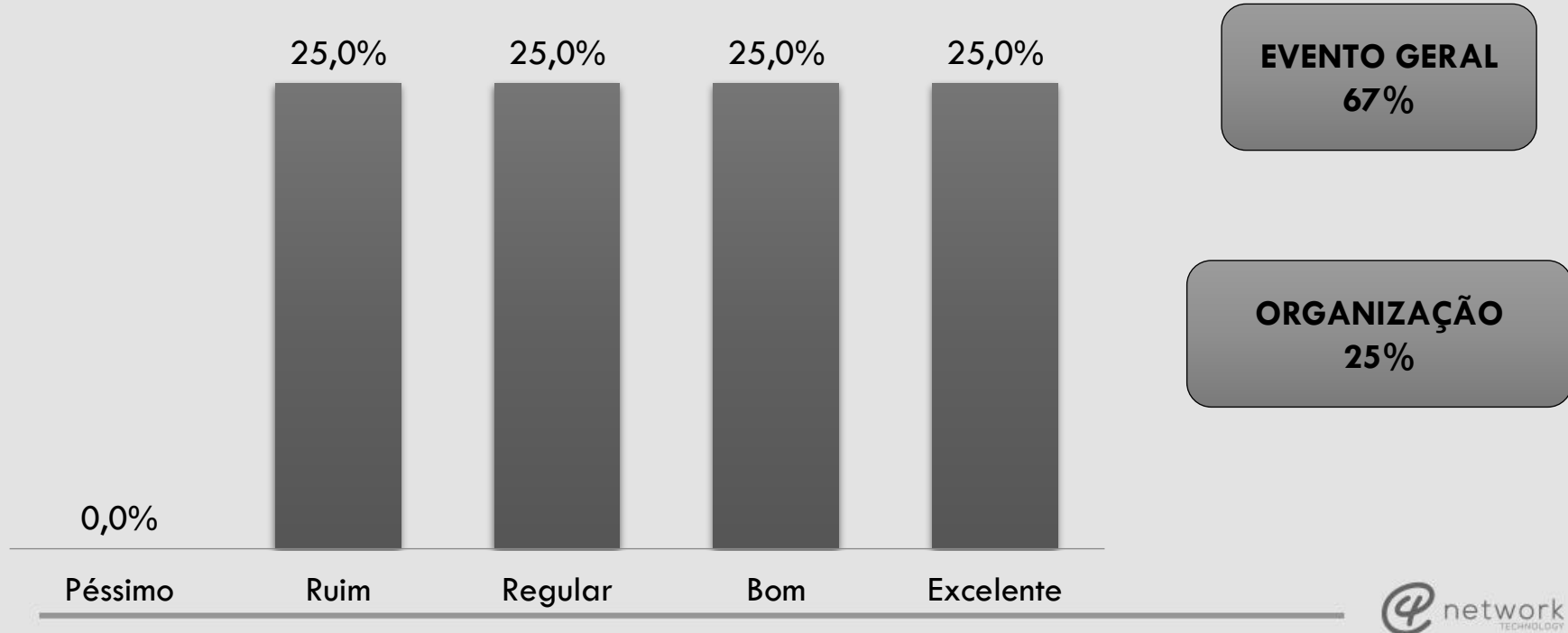
EVENTO: TEMA DO EVENTO



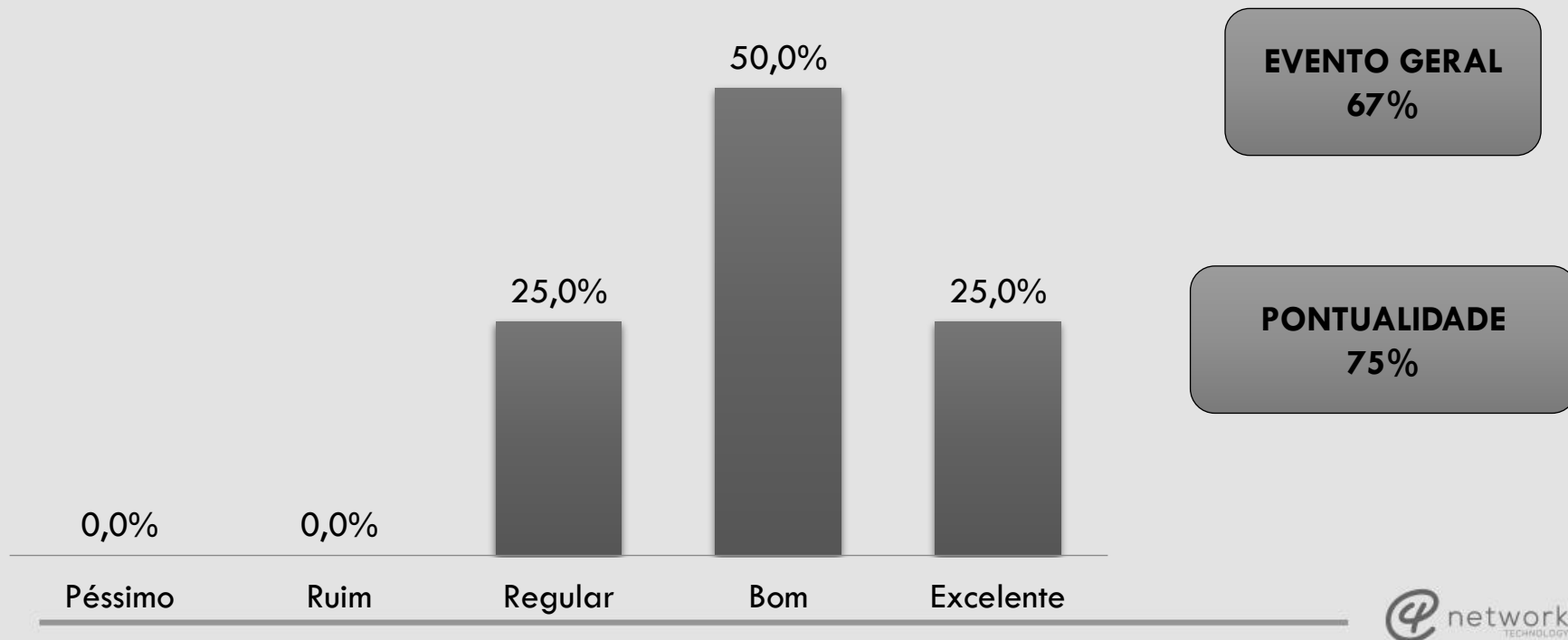
EVENTO: COMUNICAÇÃO VISUAL



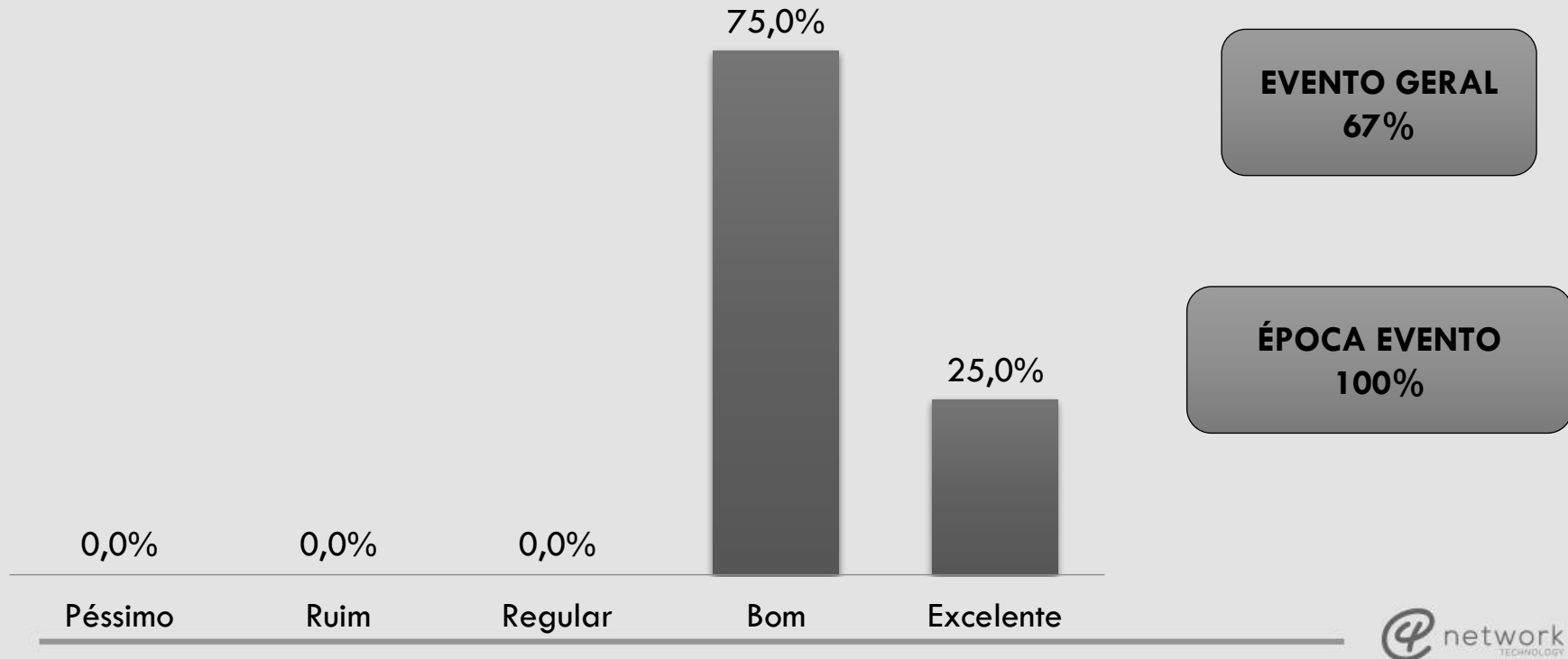
EVENTO: ORGANIZAÇÃO



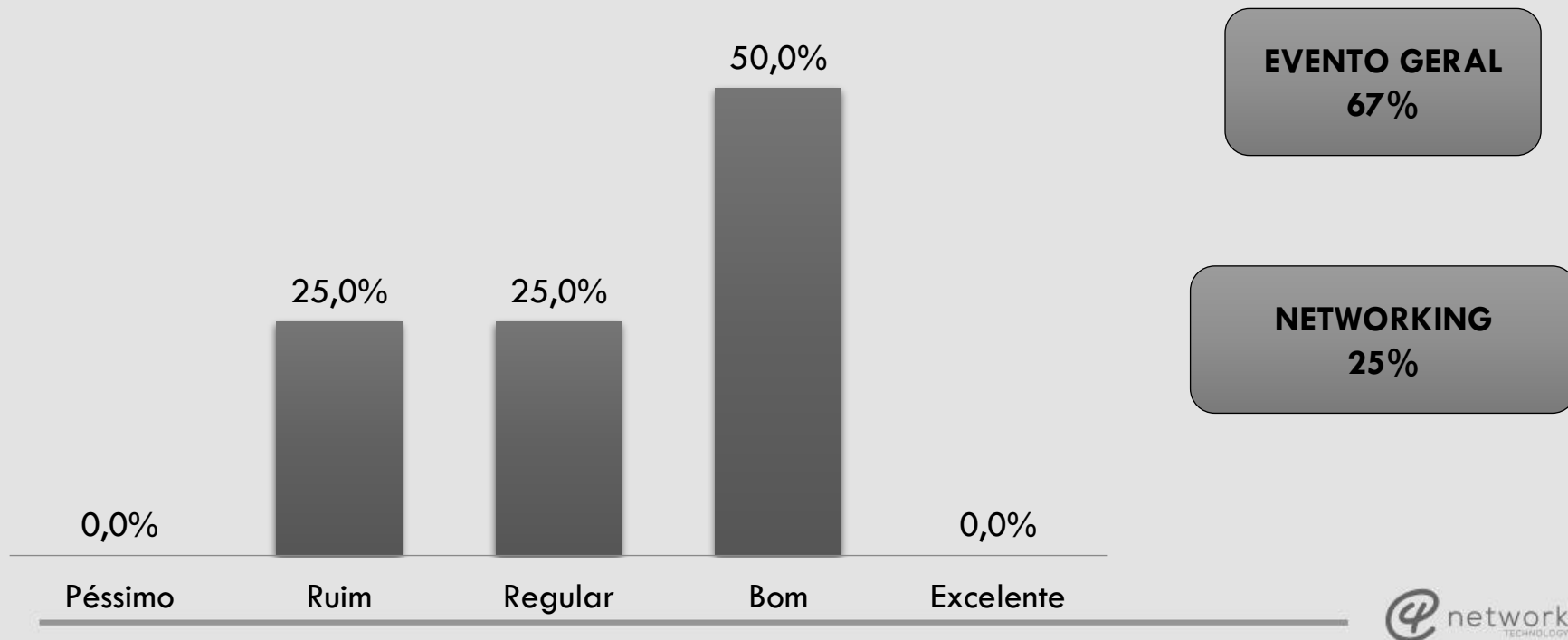
EVENTO: PONTUALIDADE



EVENTO: ÉPOCA EVENTO



EVENTO: NETWORKING



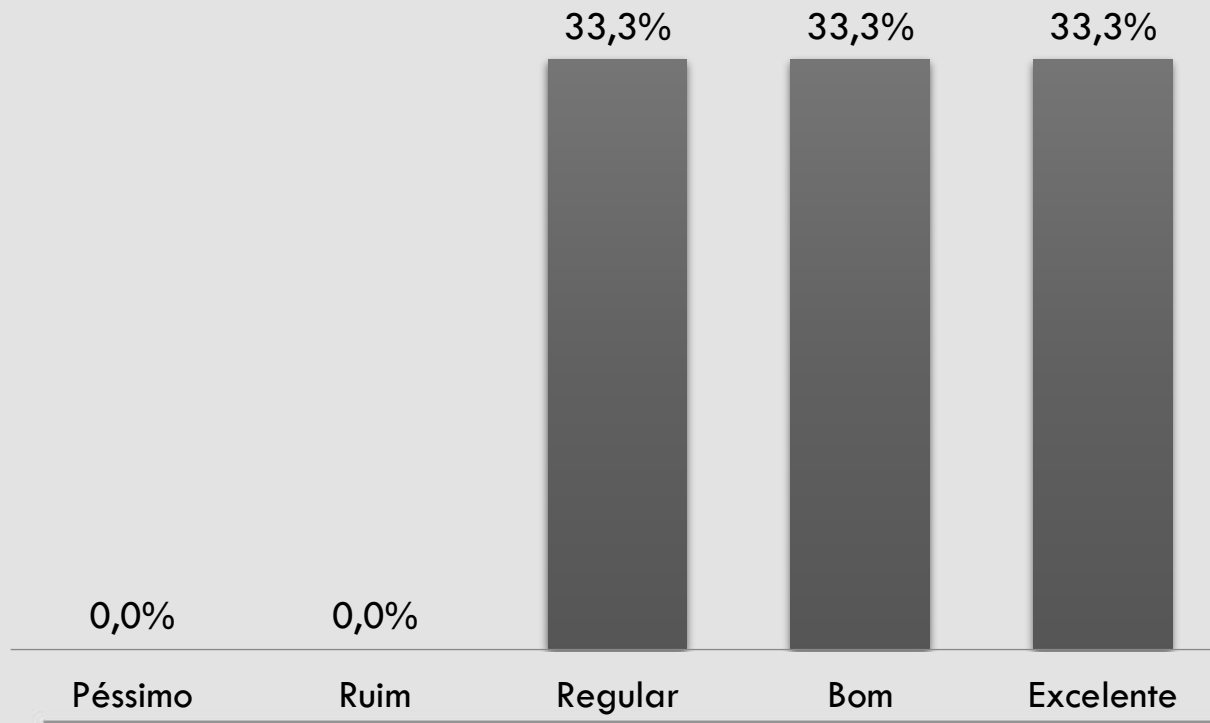
Observações:

- “Não recebi um feedback da equipe sobre boa interação com os clientes.”

TEMPO



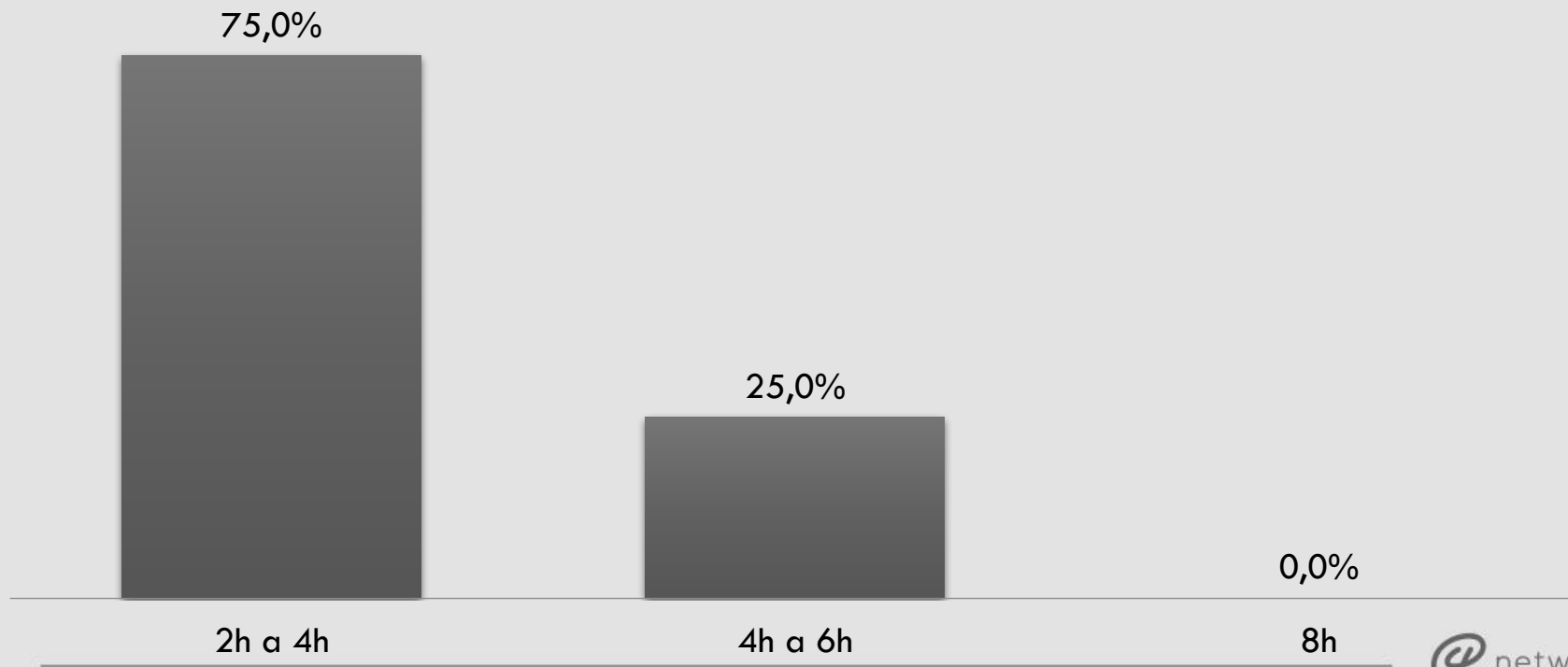
TEMPO: O QUE ACHOU DO TEMPO DE DURAÇÃO DESSE EVENTO? 13H00 ÀS 18H20



TEMPO DURAÇÃO
67%



TEMPO: QUAL A DURAÇÃO DO EVENTO VOCÊ CONSIDERA IDEAL?



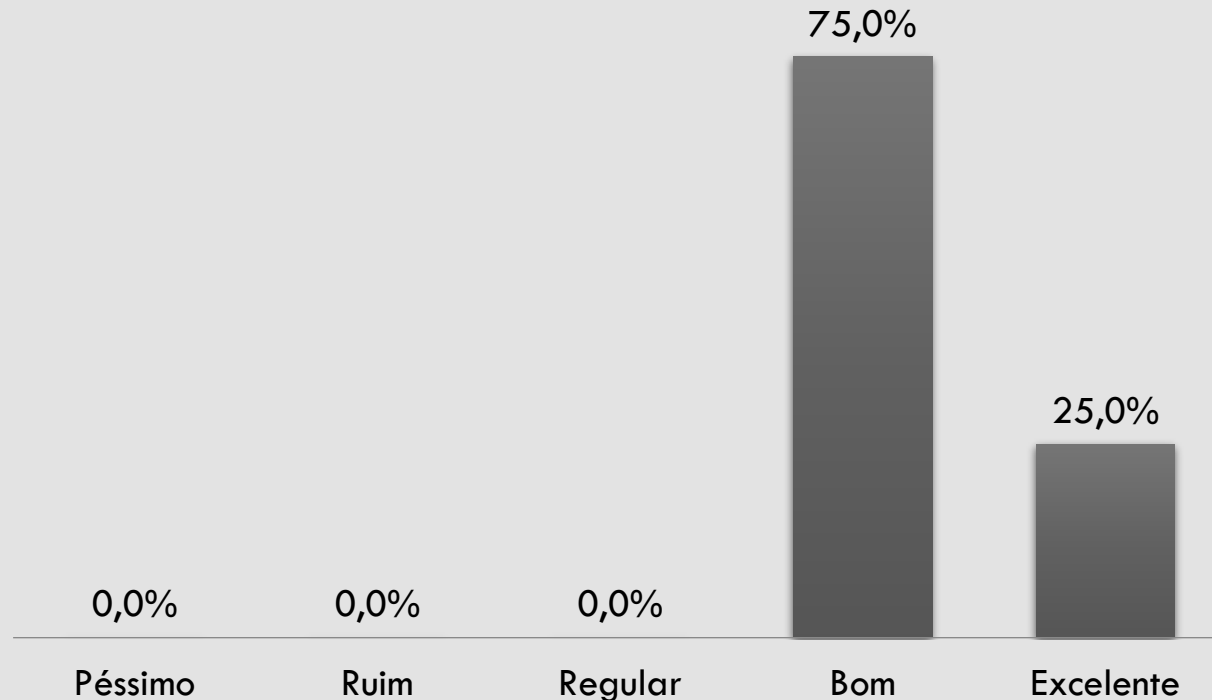
Observações:

- “Acho importante criar algum incentivo para que os CIOs queiram trocar cartões e fazer interações diretas.”
- “Longo.”

KEYNOTE



KEYNOTE: GISELE MURPHY

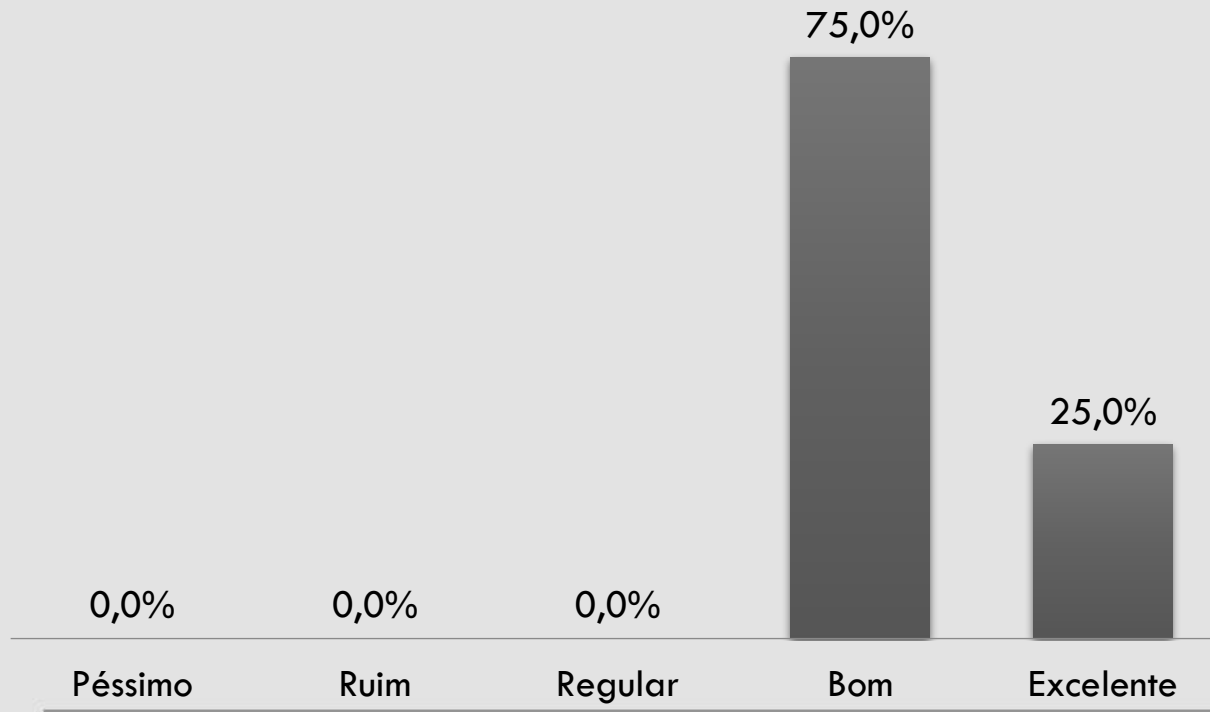


GISELE MURPHY
100%

PAINEL



PAINEL: MODERADOR - MAURO PERES

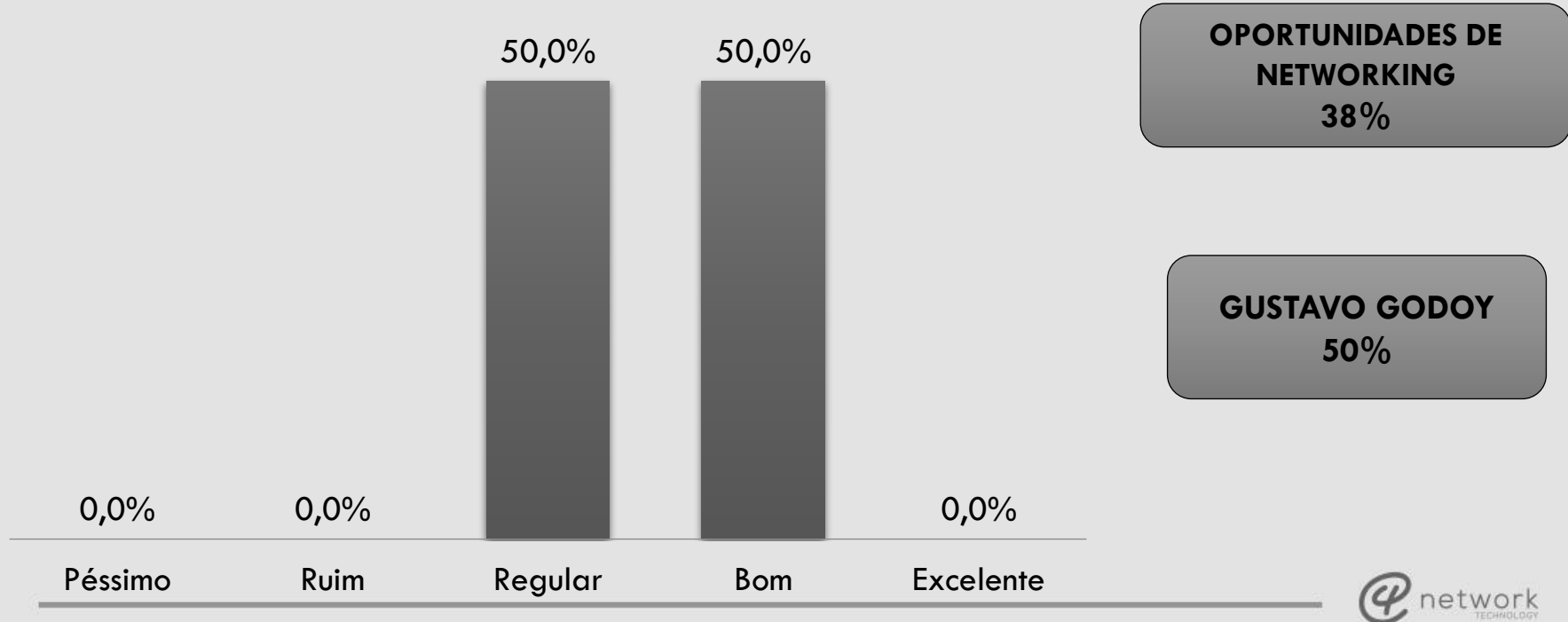


MAURO PERES
100%

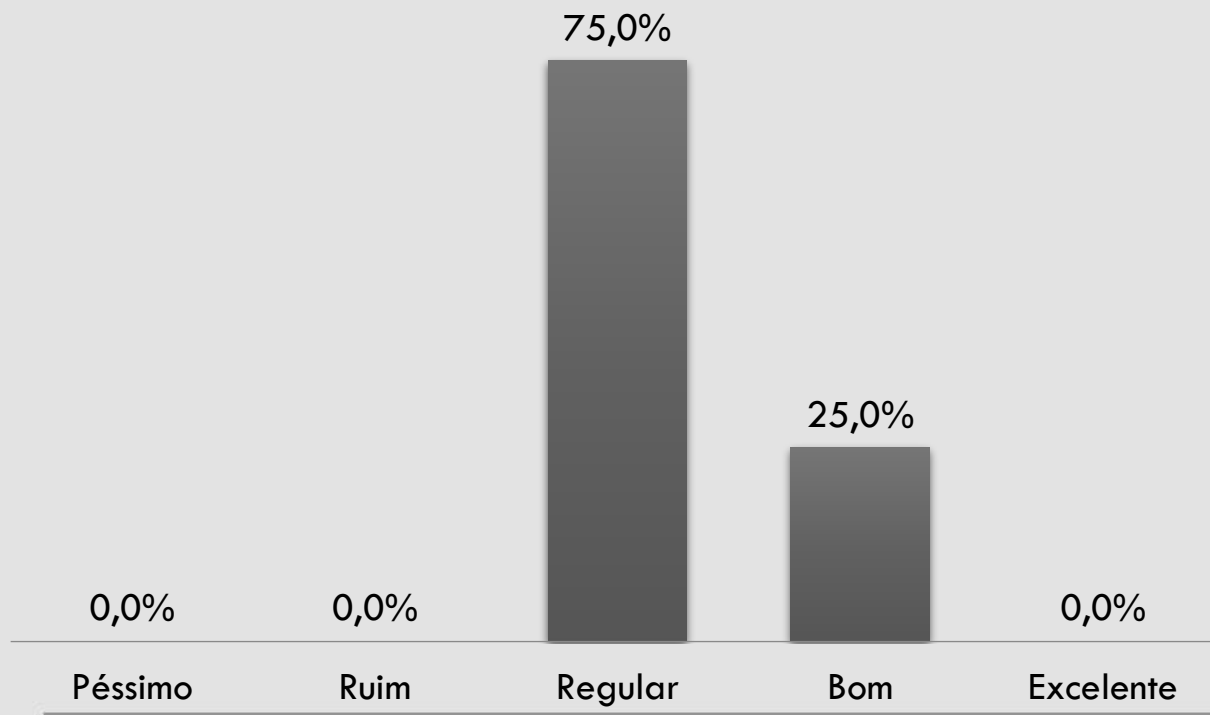
OPORTUNIDADES DE NETWORKING



OPORTUNIDADES DE NETWORKING: INTERAÇÃO - GUSTAVO GODOY



OPORTUNIDADES DE NETWORKING: INTEGRAÇÃO DURANTE O EVENTO



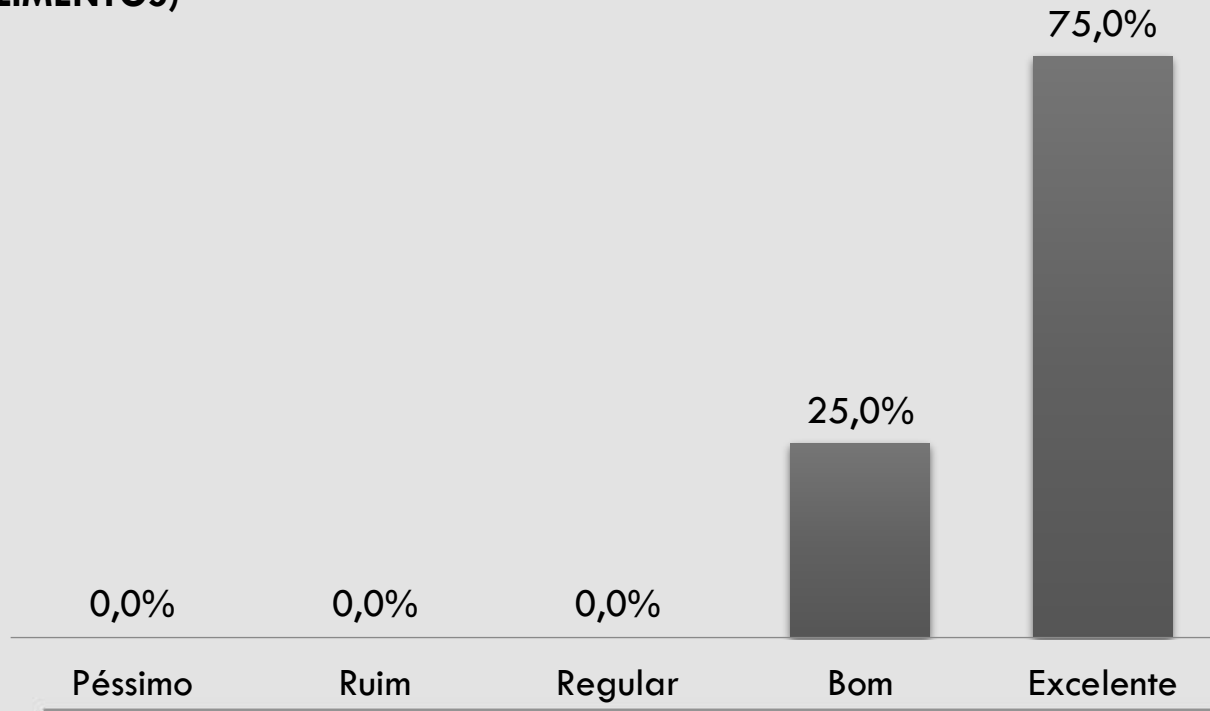
**OPORTUNIDADES DE
NETWORKING**
38%

INTEGRAÇÃO
25%

AÇÕES



AÇÕES: O QUE VOCÊ ACHOU DA AÇÃO DO FRATERNO? (DOAÇÃO DE CESTA DE ALIMENTOS)

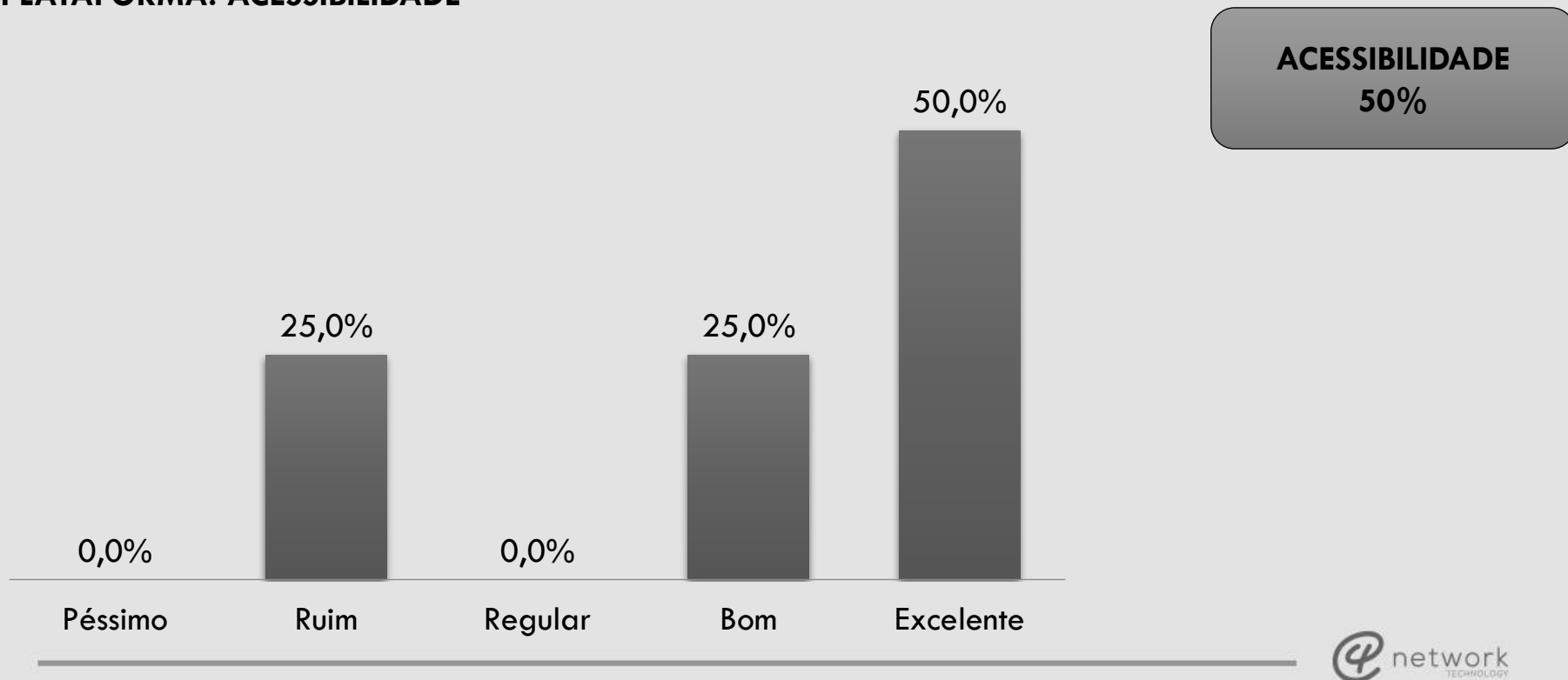


FRATERNO
100%

PLATAFORMA

The image features a dark purple background. In the center, the word "PLATAFORMA" is written in a bold, white, sans-serif font. To the left of the text, there is a short, thick white horizontal line. On the right side, there is a complex arrangement of white geometric elements: several thin diagonal lines at the top, and a series of overlapping arrows and corner brackets pointing generally upwards and to the right. The bottom half of the image is a solid, slightly lighter shade of purple.

PLATAFORMA: ACESSIBILIDADE



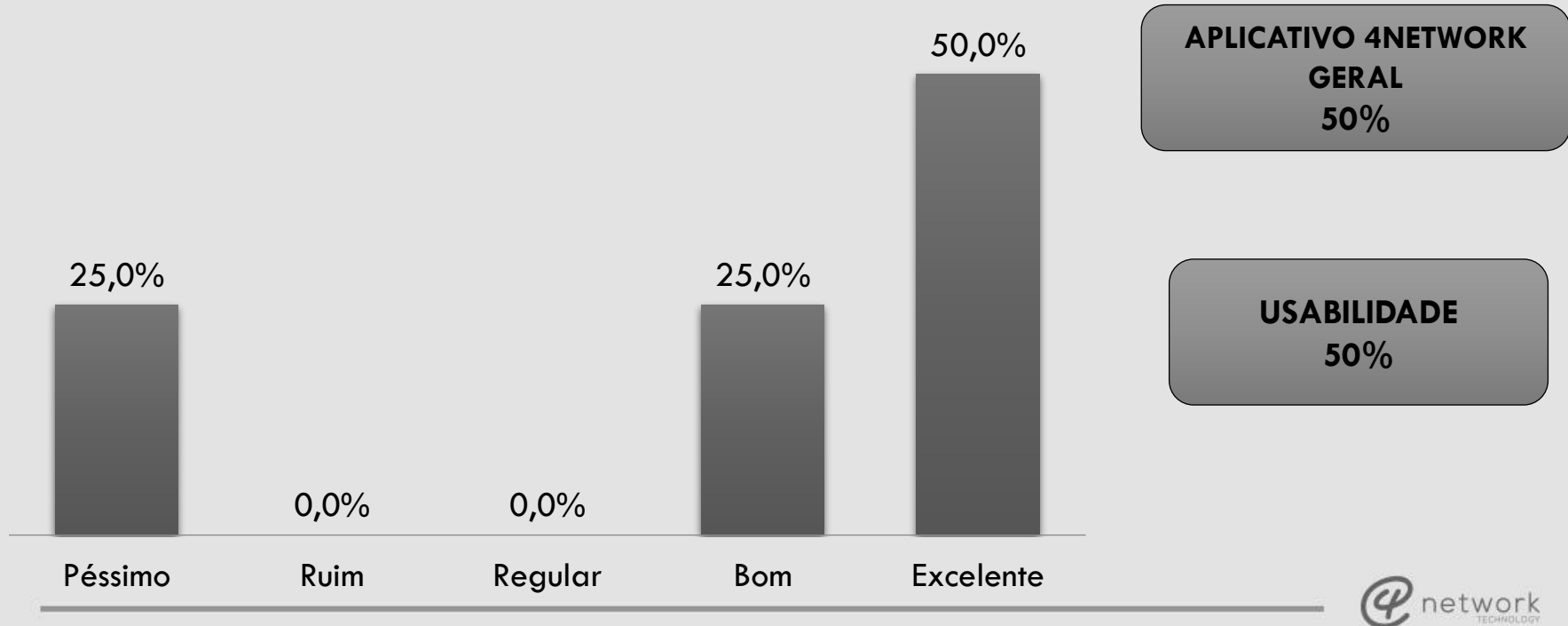
Observações:

- “Sistema confuso do aplicativo e zoom.”

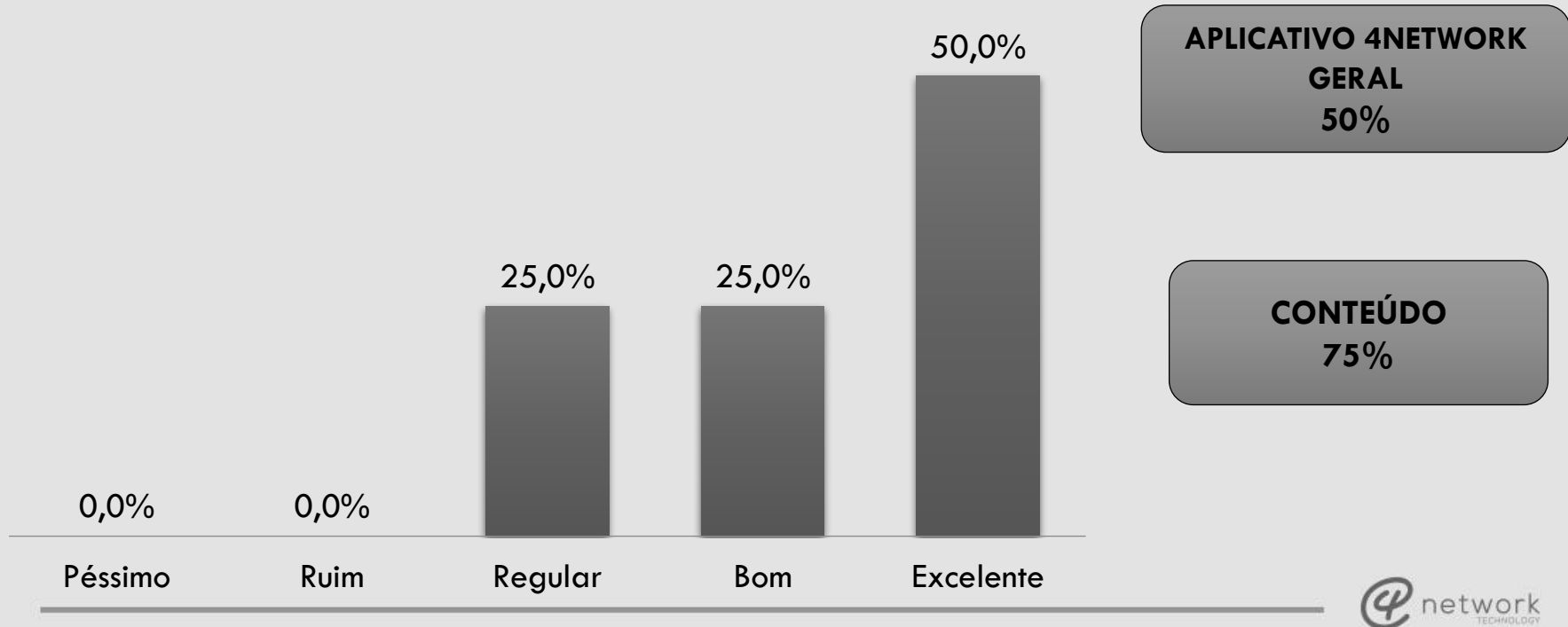
APLICATIVO 4NETWORK

The background is a gradient of dark blue and purple. It features several abstract geometric elements: a horizontal purple line on the left, a diagonal purple line at the top, and a cluster of purple arrows of various sizes pointing in different directions on the right side. The text 'APLICATIVO 4NETWORK' is centered in a bold, white, sans-serif font.

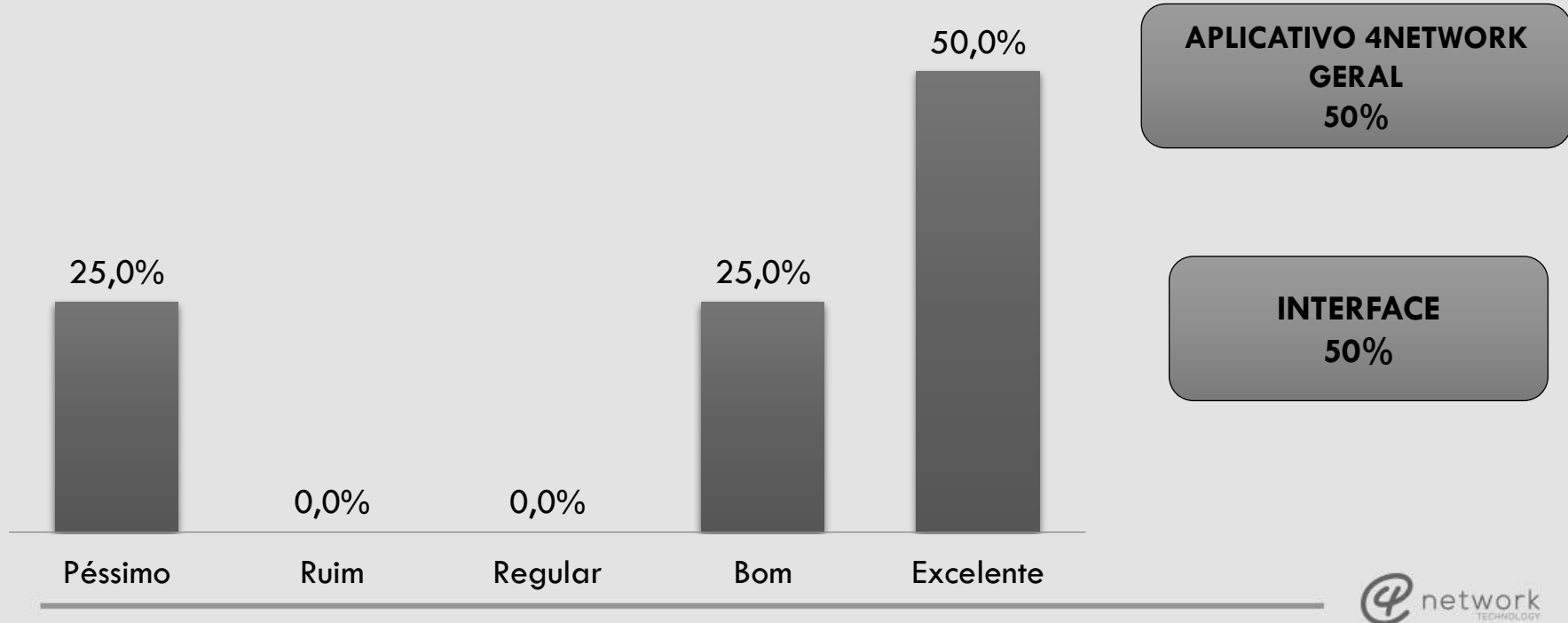
APLICATIVO 4NETWORK: USABILIDADE



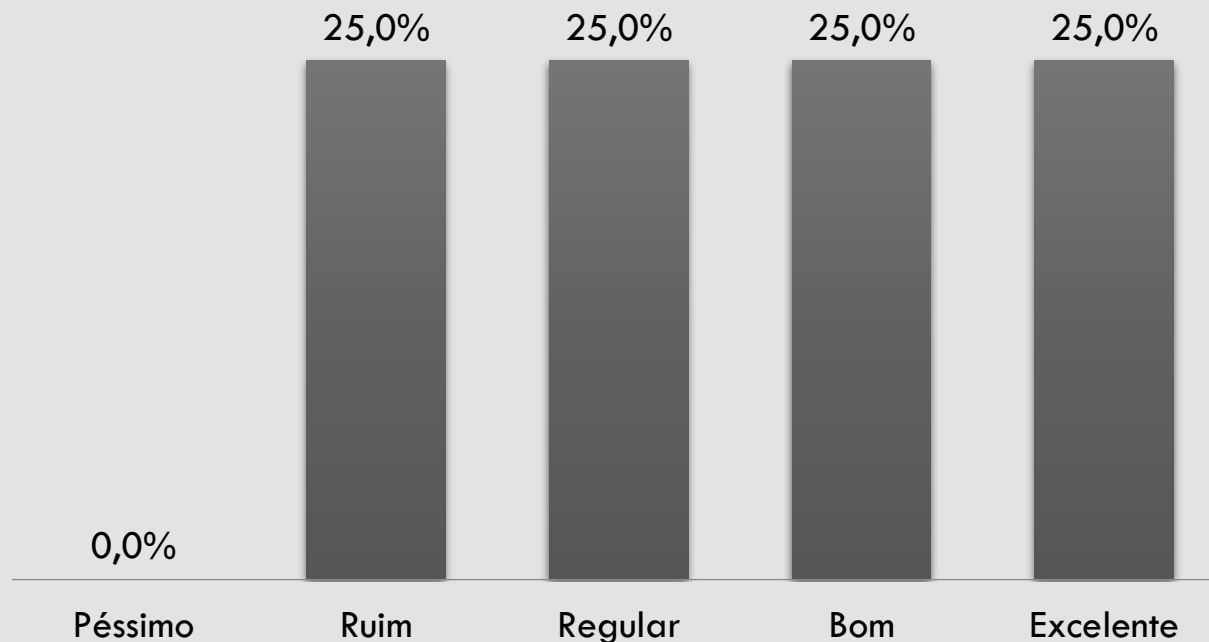
APLICATIVO 4NETWORK: CONTEÚDO



APLICATIVO 4NETWORK: INTERFACE



APLICATIVO 4NETWORK: TROCA DE CARTÕES



**APLICATIVO 4NETWORK
GERAL
50%**

**TROCA DE CARTÕES
25%**

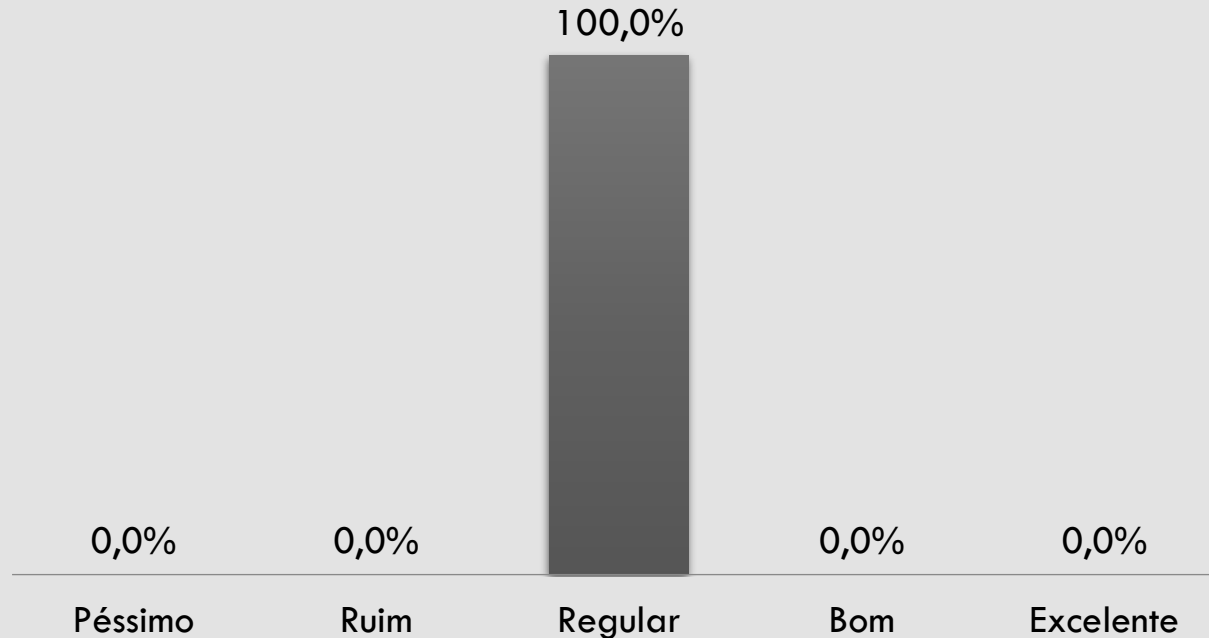
Observações:

- “O aplicativo para a área de marketing não facilita em nada. Entendo que é um ponto de concentração dos dados, mas não é funcional e eficiente. Muito insatisfeita.”

NEGÓCIOS

The image features a dark purple background. In the center, the word "NEGÓCIOS" is written in a bold, white, sans-serif font. To the left of the text, there is a single horizontal white line. On the right side, there is a complex arrangement of white geometric shapes, including several large arrows pointing in various directions (up, down, left, right) and several thin, parallel diagonal lines. The overall composition is modern and abstract.

NEGÓCIOS: PERSPECTIVA PARA FECHAMENTO DE NEGÓCIOS



**PERSPECTIVA PARA
FECHAMENTO DE NEGÓCIOS**
0%

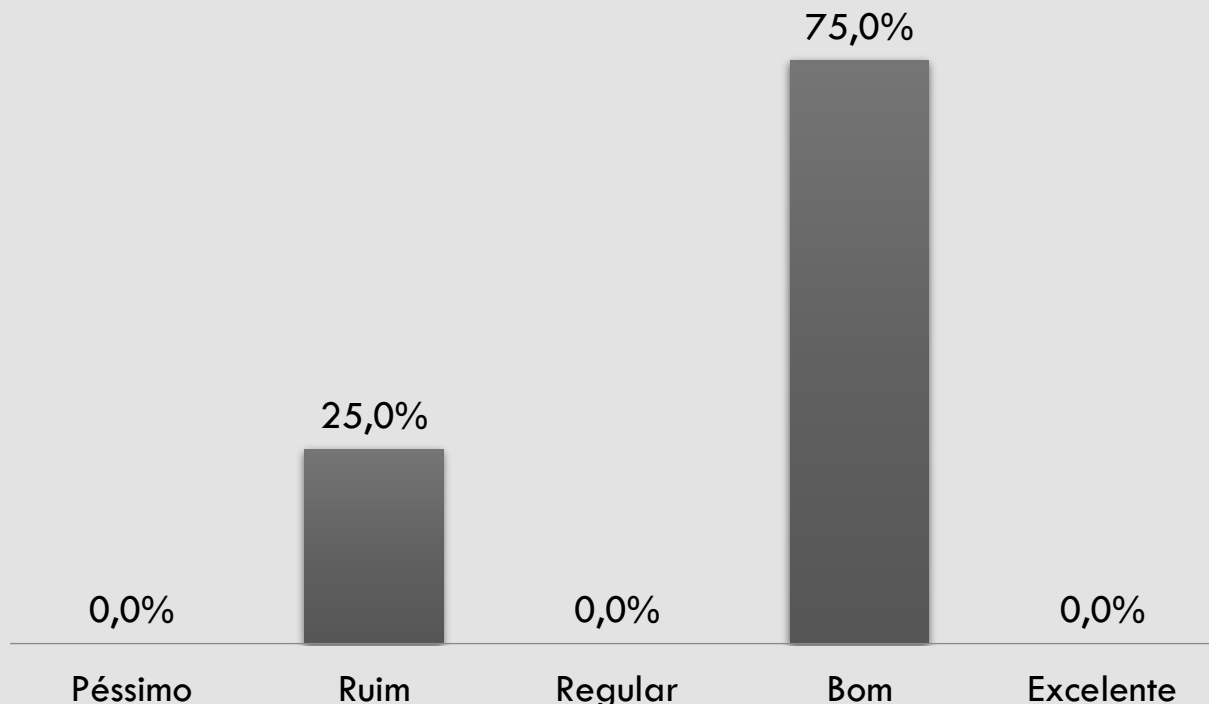
The background is a dark purple gradient. It features several thin, light purple diagonal lines in the upper right corner. On the right side, there are multiple large, stylized arrows pointing upwards and to the right, some in a lighter shade of purple and others in a darker shade. A single horizontal light purple line is positioned to the left of the text.

4CONNETWORKER

4CIO LESTE – 2ª ED



4CONNETWORKER 4CIO LESTE - 2ª Ed: COMO FOI SUA EXPERIÊNCIA?



**4CONNETWORKER 4CIO
LESTE - 2ª ED
50%**

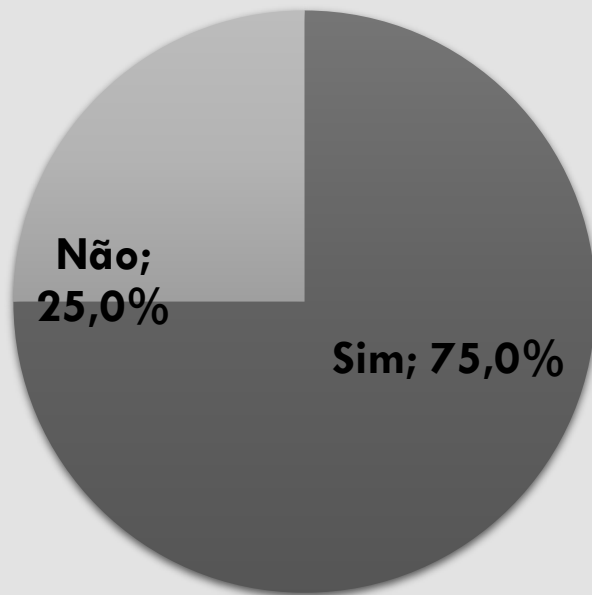
Observações:

- “Pós evento muito ruim.”

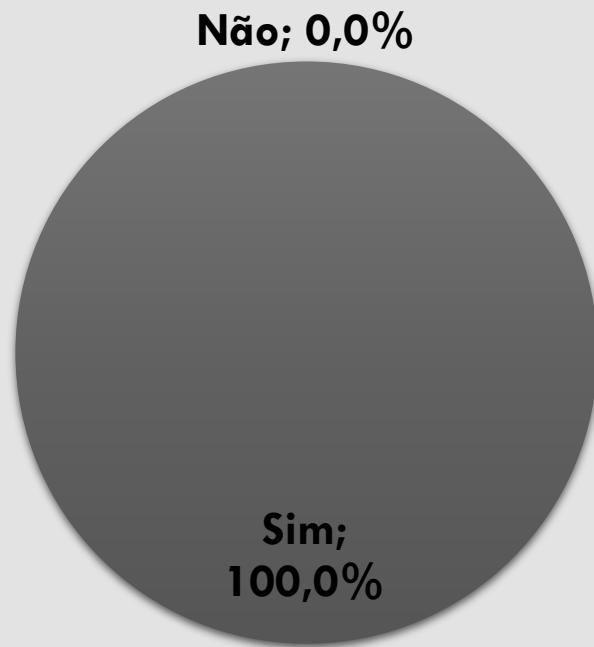
ASPECTOS GERAIS

The image features a dark purple background with a lighter purple horizontal band at the bottom. The title "ASPECTOS GERAIS" is centered in a bold, white, sans-serif font. To the left of the title is a short, thick white horizontal line. On the right side, there is a complex arrangement of overlapping white geometric shapes, including several large, thick-lined arrows pointing in various directions (up, down, left, right) and several thinner, parallel diagonal lines.

ASPECTOS GERAIS: SUA EMPRESA PATROCINARIA OUTRO 4CONNETWORKER 4CIO LESTE?



ASPECTOS GERAIS: SUA EMPRESA PATROCINARIA OUTROS EVENTOS DA 4NETWORK?



Observações:

- “A depender de verba...”
- “Ansioso para voltar os presenciais.”
- “Precisa melhorar a usabilidade do aplicativo.”