

PESQUISA DE SATISFAÇÃO 2021



4CONNETWORKER
@CIO
LESTE

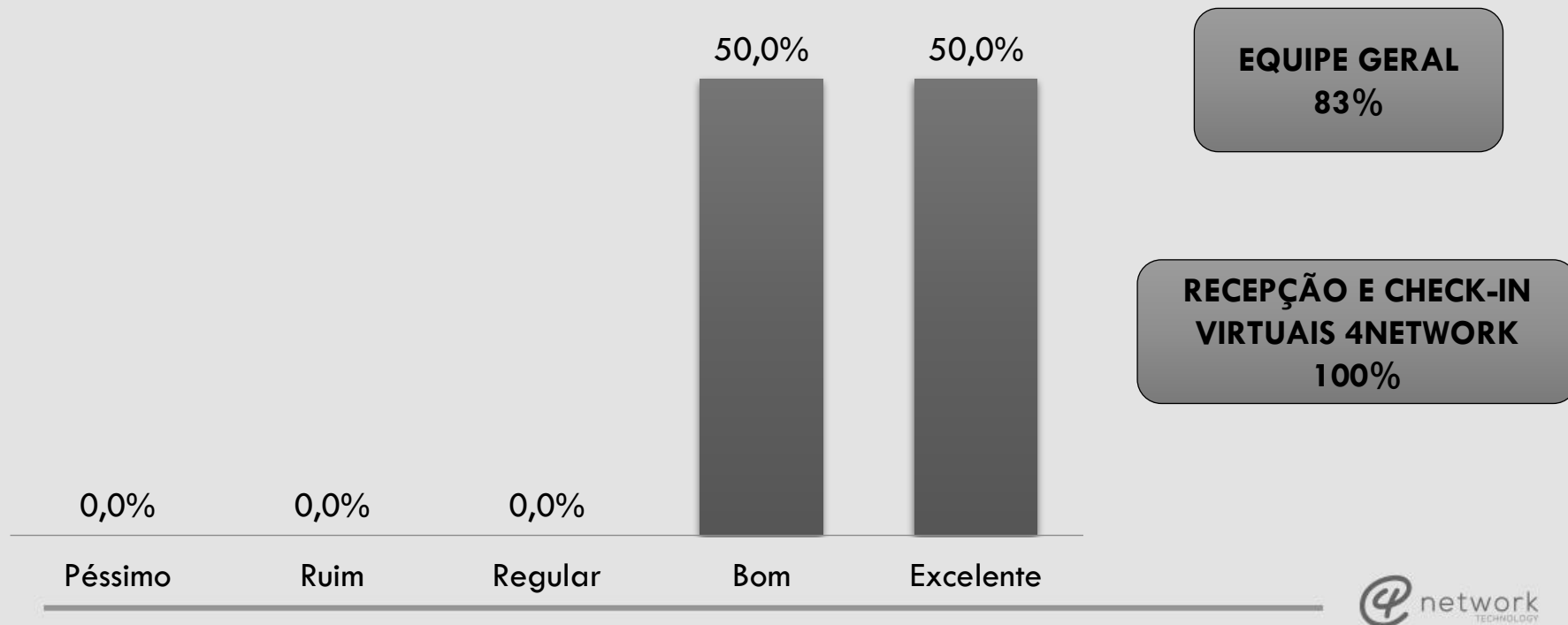
 network
TECHNOLOGY

- ✓ Evento realizado dia 24 de junho 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:
$$\text{Índice} = (\text{soma do percentual de notas acima de 3}) - (\text{soma do percentual de notas abaixo de 3})$$
$$(BOM + EXCELENTE) - (PÉSSIMO + RUIM)$$

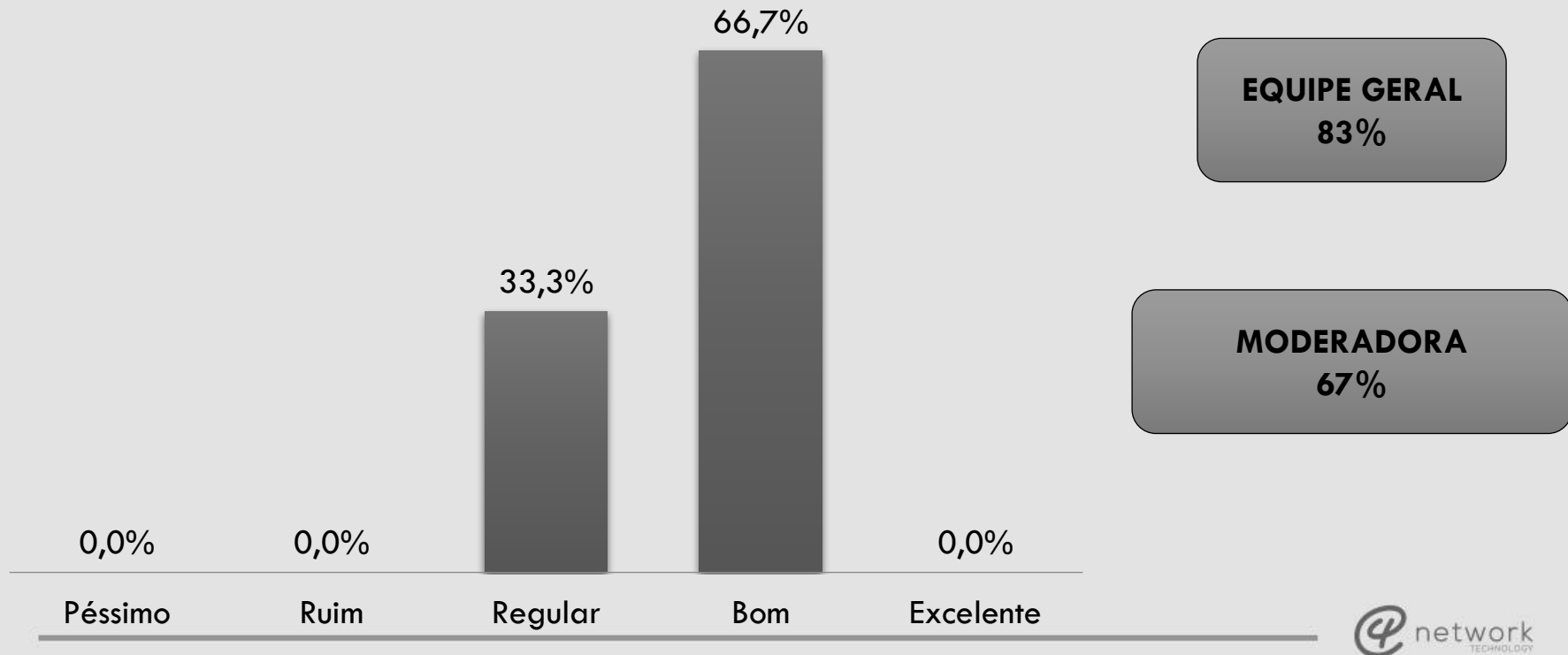
EQUIPE



EQUIPE: RECEPÇÃO E CHECK-IN VIRTUAIS 4NETWORK



EQUIPE: MODERADORA



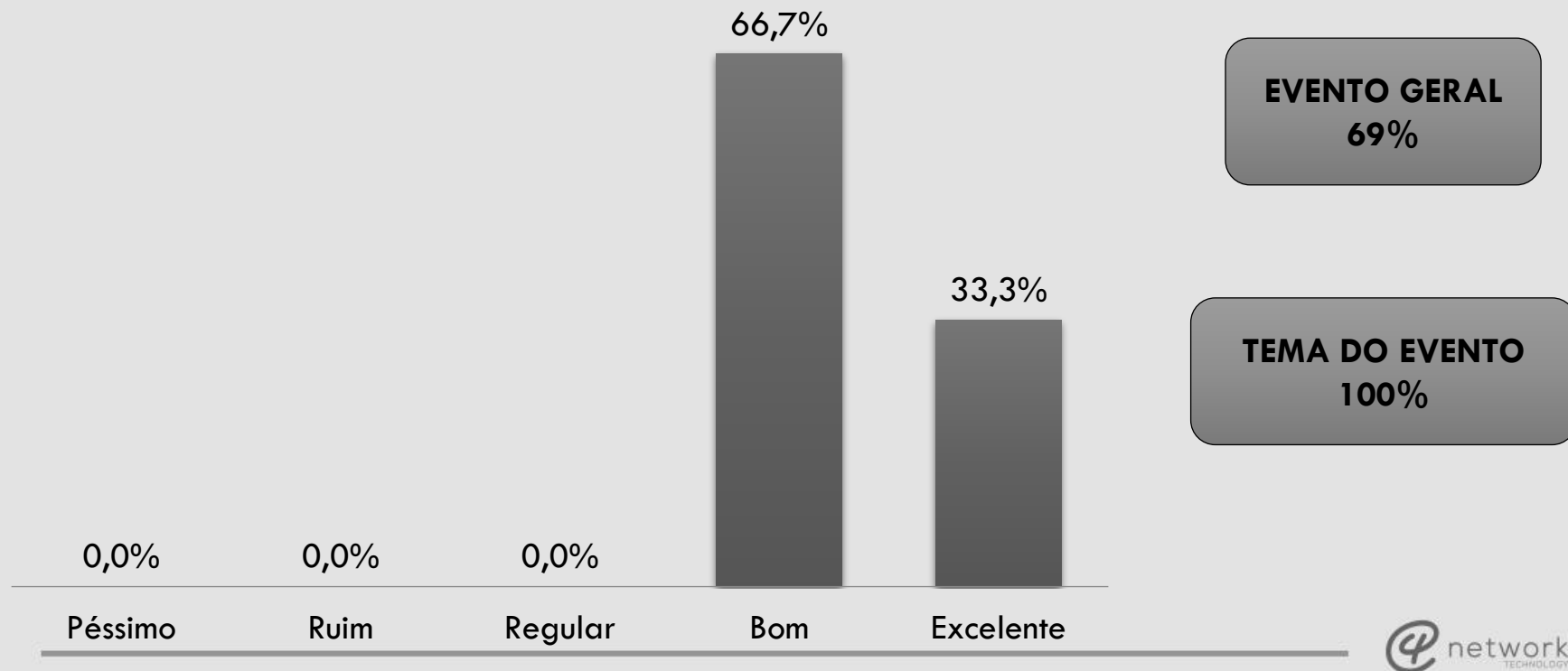
Observações:

- “Os Moderadores deveriam forçar mais um debate entre clientes.”
- “Ha pequena diferença na dinâmica de cada moderador.”

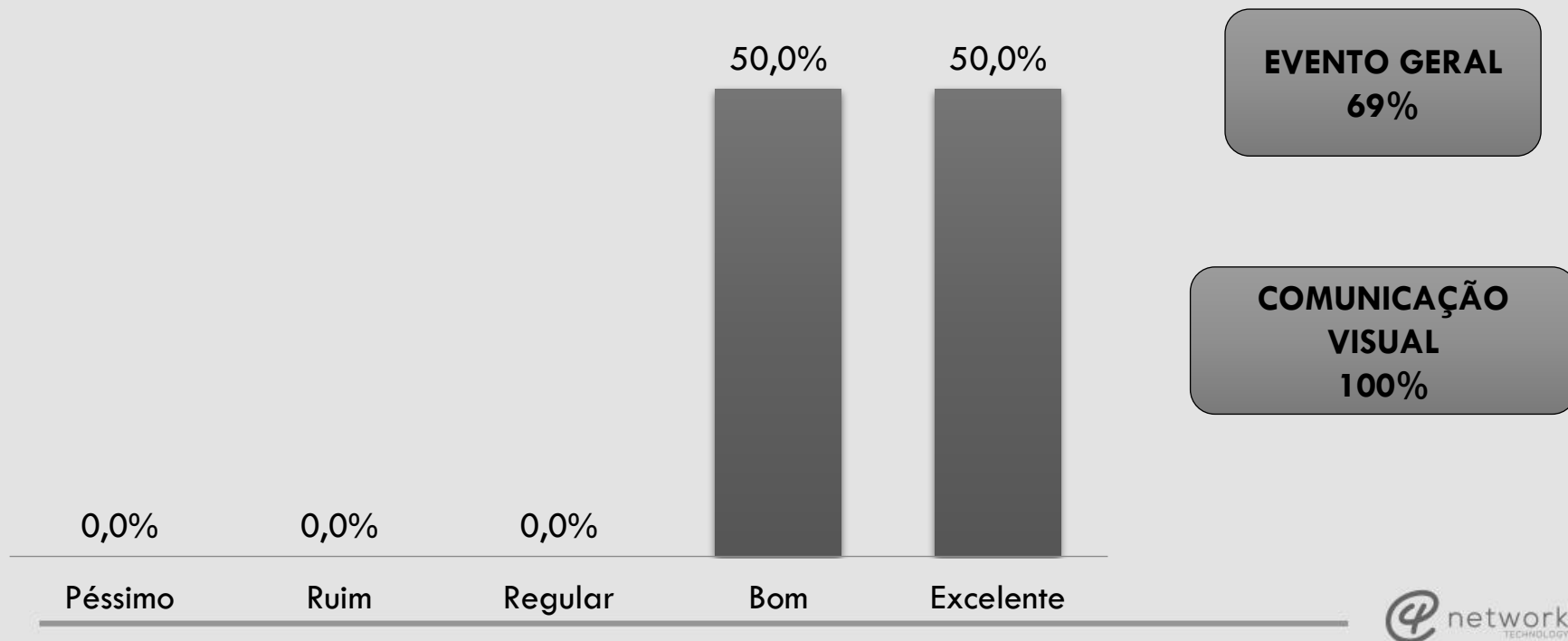
EVENTO



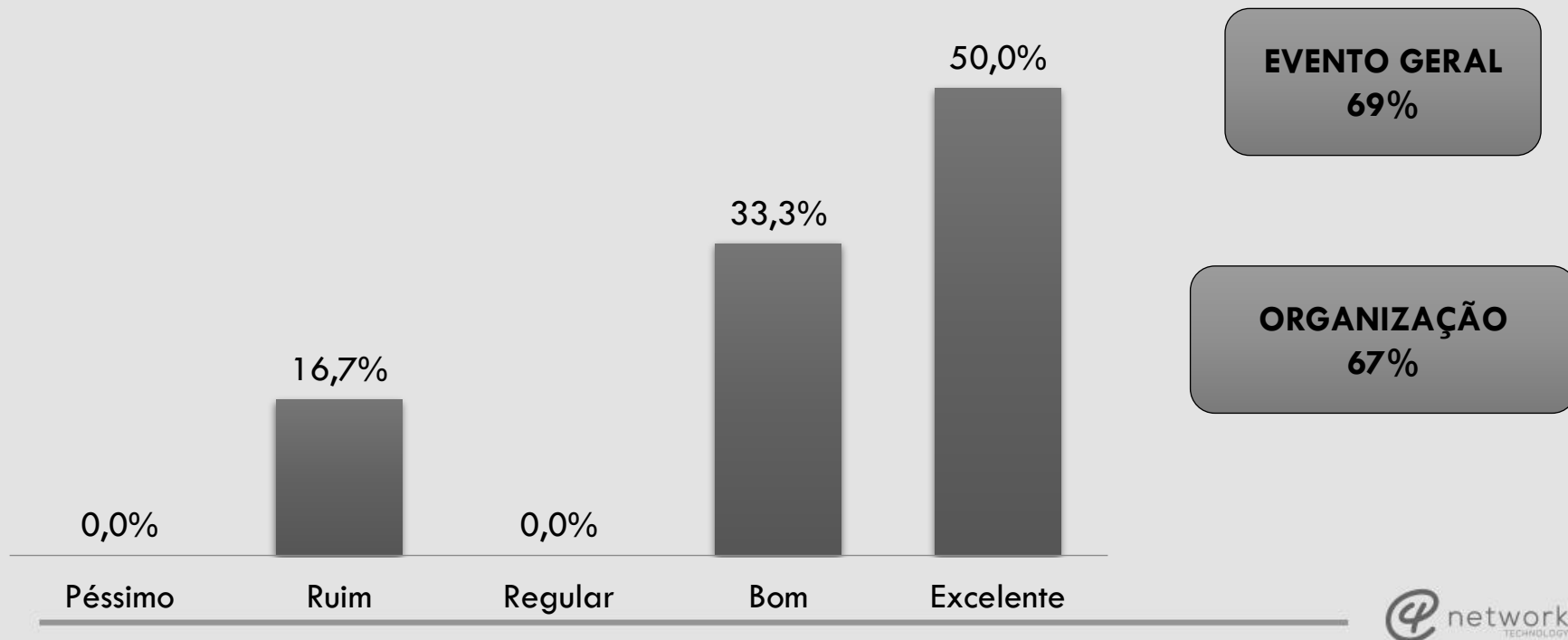
EVENTO: TEMA DO EVENTO



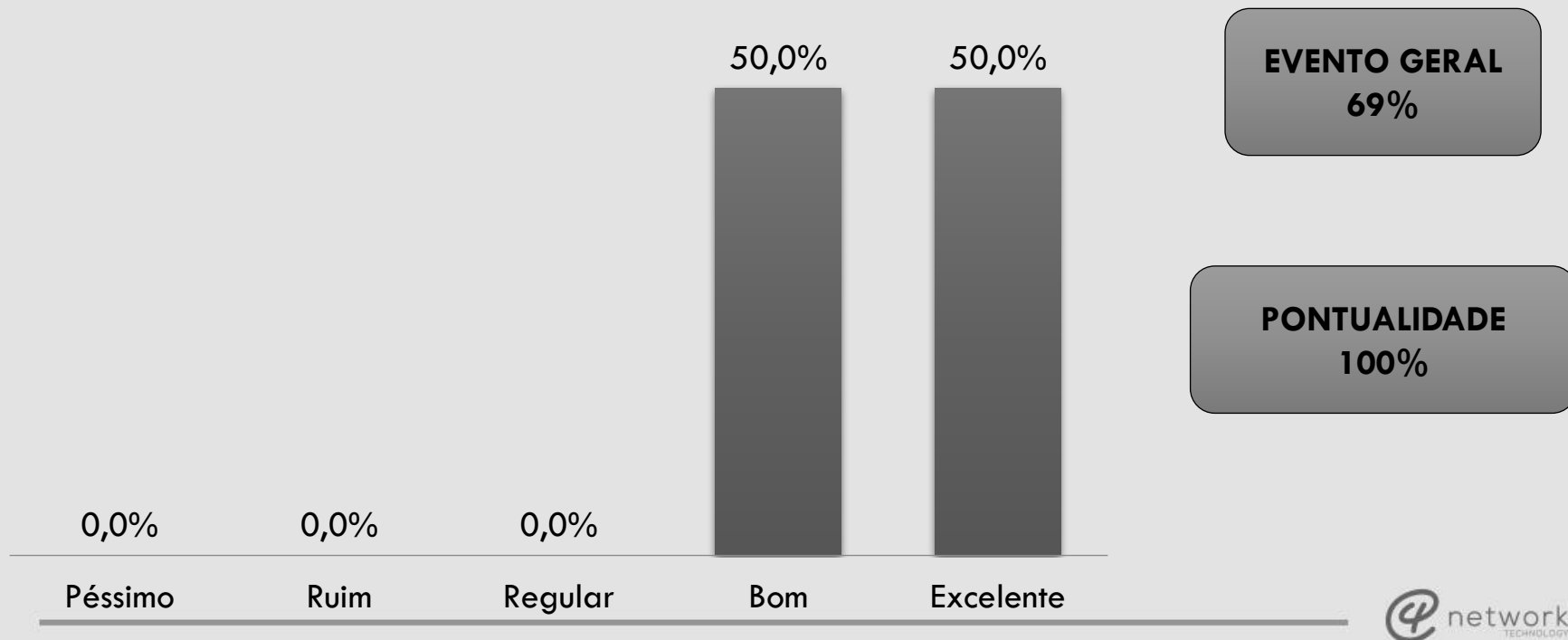
EVENTO: COMUNICAÇÃO VISUAL



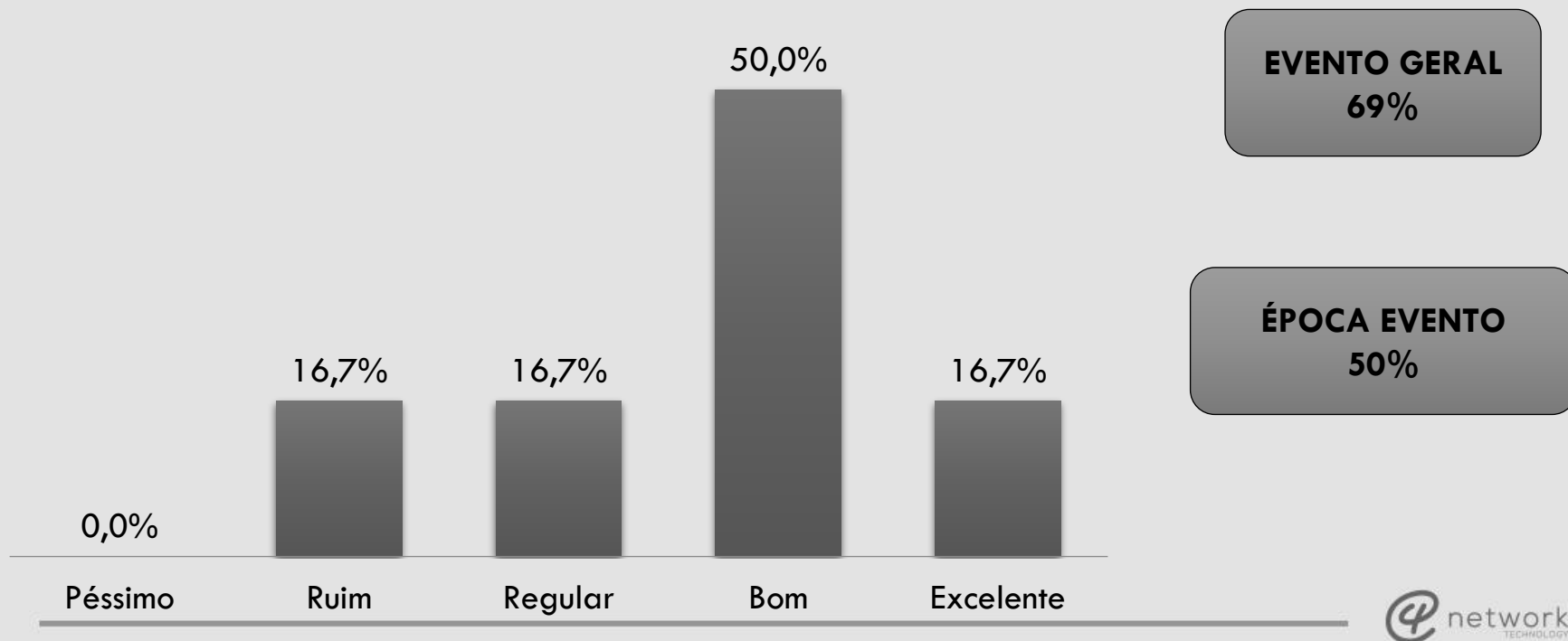
EVENTO: ORGANIZAÇÃO



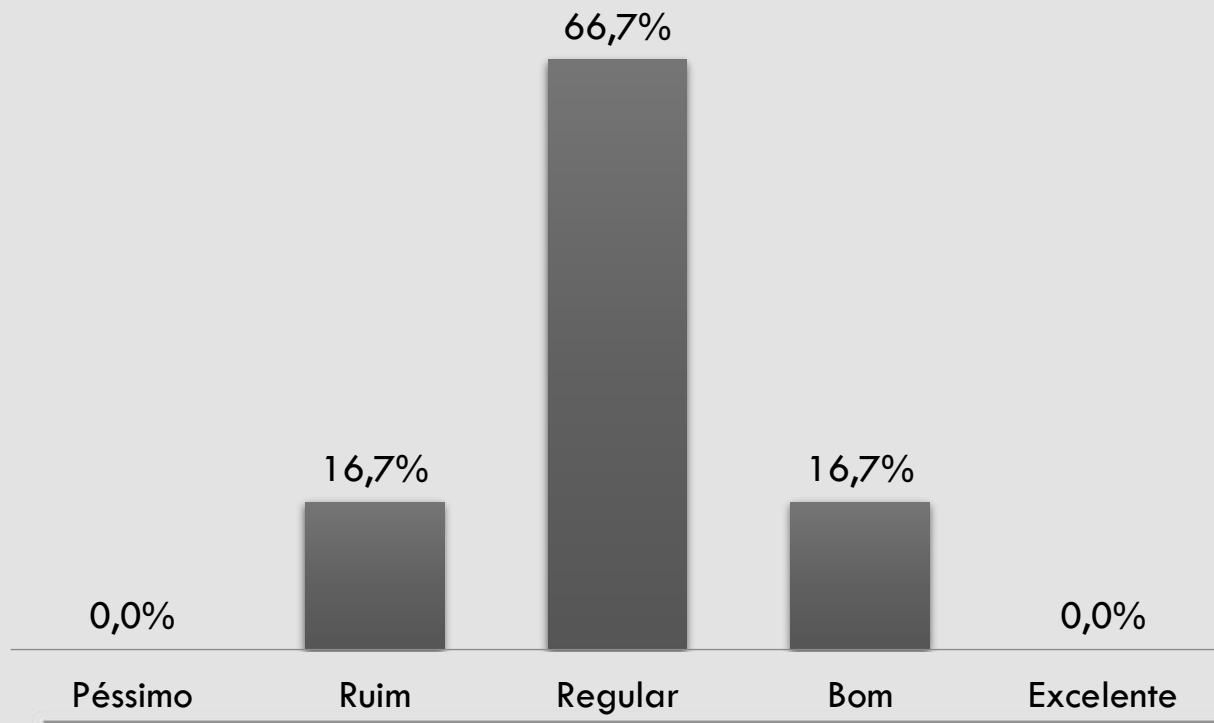
EVENTO: PONTUALIDADE



EVENTO: ÉPOCA EVENTO



EVENTO: NETWORKING



EVENTO GERAL
69%

NETWORKING
0%

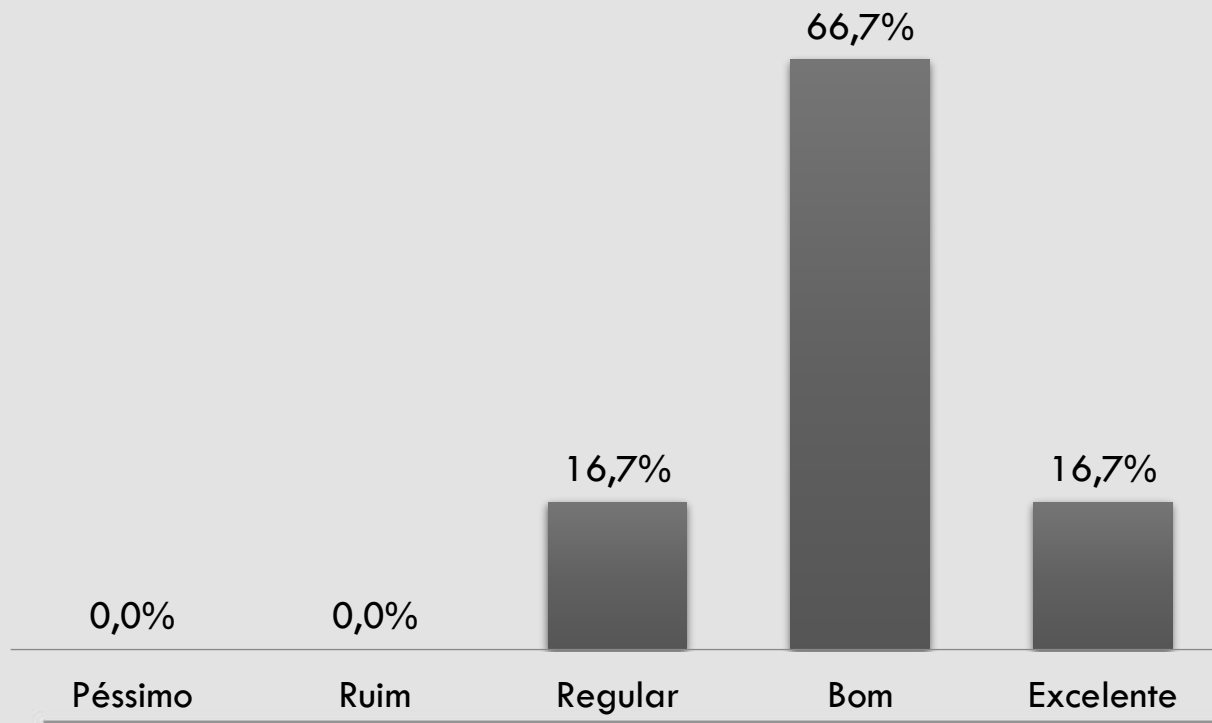
Observações:

- “Época do evento - particularmente para a Forcepoint e acredito para outros fabricantes também, estamos em fechamento de trimestre o que impacta na participação do evento.”
- “Apesar de enviar documento sobre apresentador, apresentação e perguntas, usaram documento de evento anterior informando o palestrante errado na 1ª apresentação e as perguntas usadas foram as do evento anterior que não tinham relação com a apresentação de hoje. Isso foi muito desagradável.”
- “A falta de opção de network com convidados, onde depende de uma autorização para trocar mensagens.”
- “CIOs não ligam as câmeras e interagem pouco nas palestras Interacting.”

TEMPO

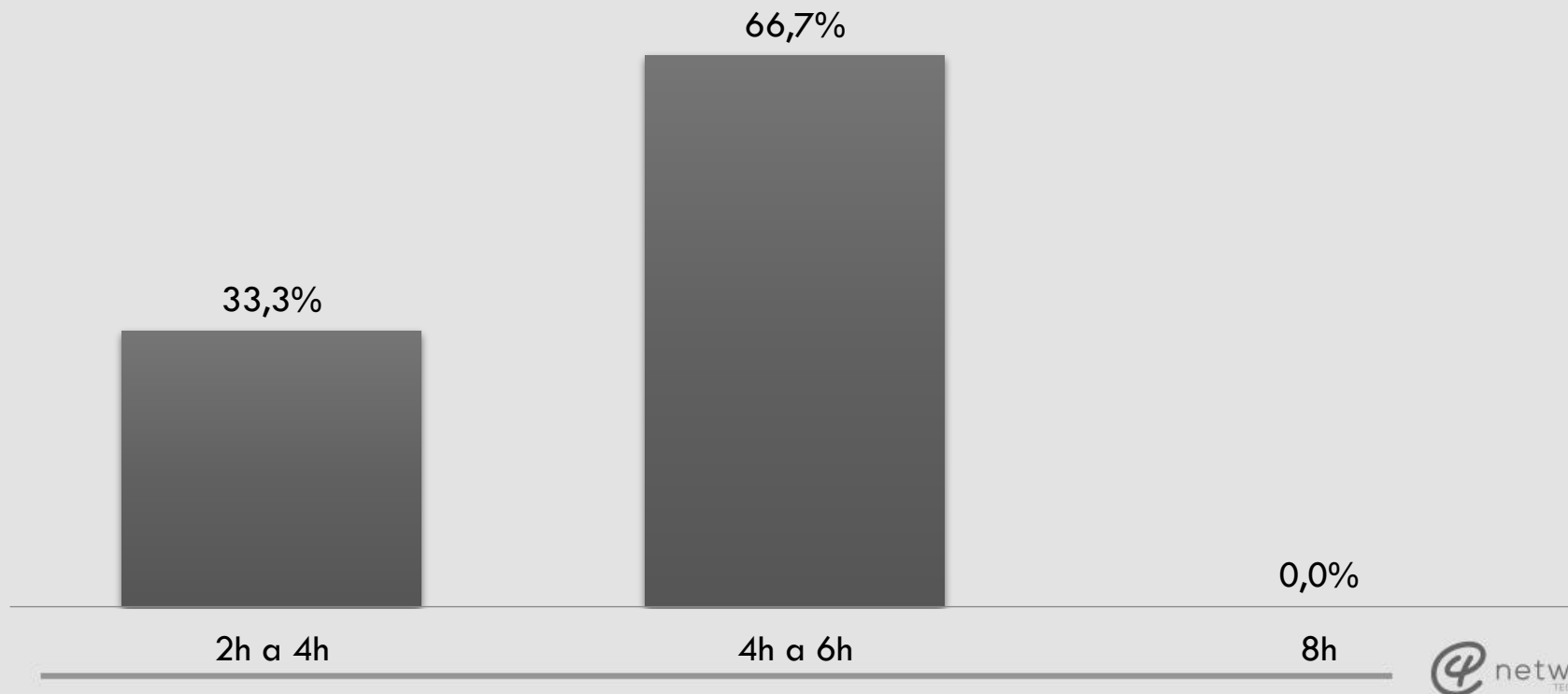


TEMPO: O QUE ACHOU DO TEMPO DE DURAÇÃO DESSE EVENTO? 13H00 ÀS 19H30



TEMPO DURAÇÃO
83%

TEMPO: QUAL A DURAÇÃO DO EVENTO VOCÊ CONSIDERA IDEAL?



Observações:

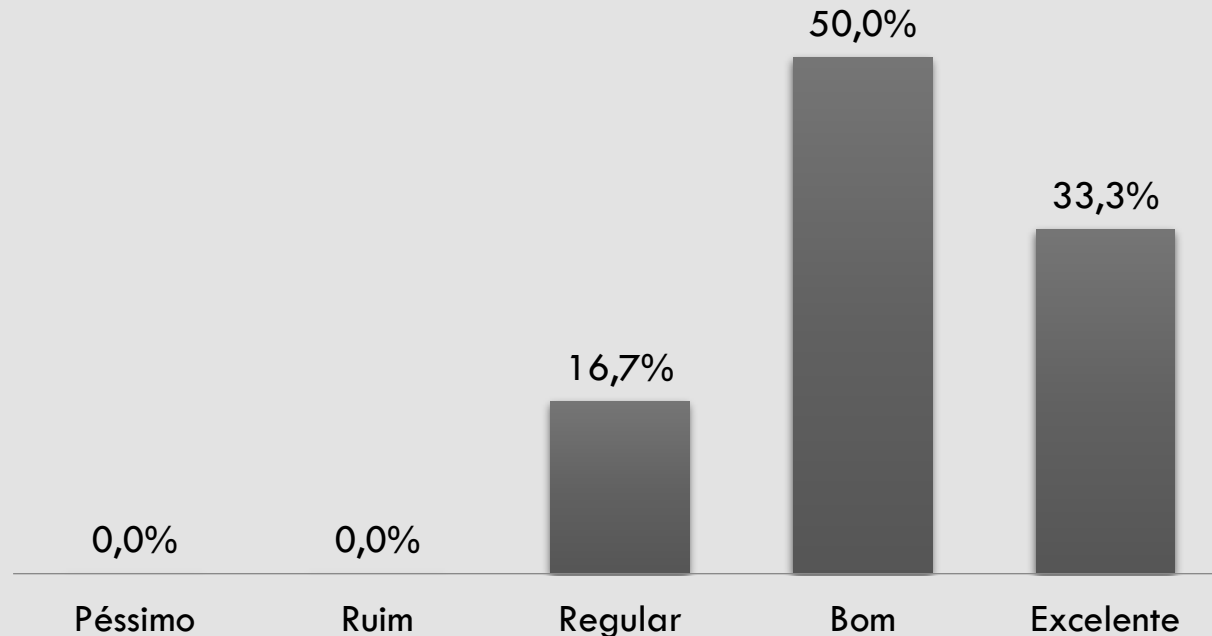
- “Se virtual até 6hs de duração.”

KEYNOTE

The image features a dark purple background. In the center, the word "KEYNOTE" 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 large, thick arrows pointing in various directions (up-left, up-right, down-left, down-right), and numerous thinner, straight lines of varying lengths and orientations. The overall composition is modern and abstract.

KEYNOTE: LUCIANO POTTER

LUCIANO POTTER
83%



Observações:

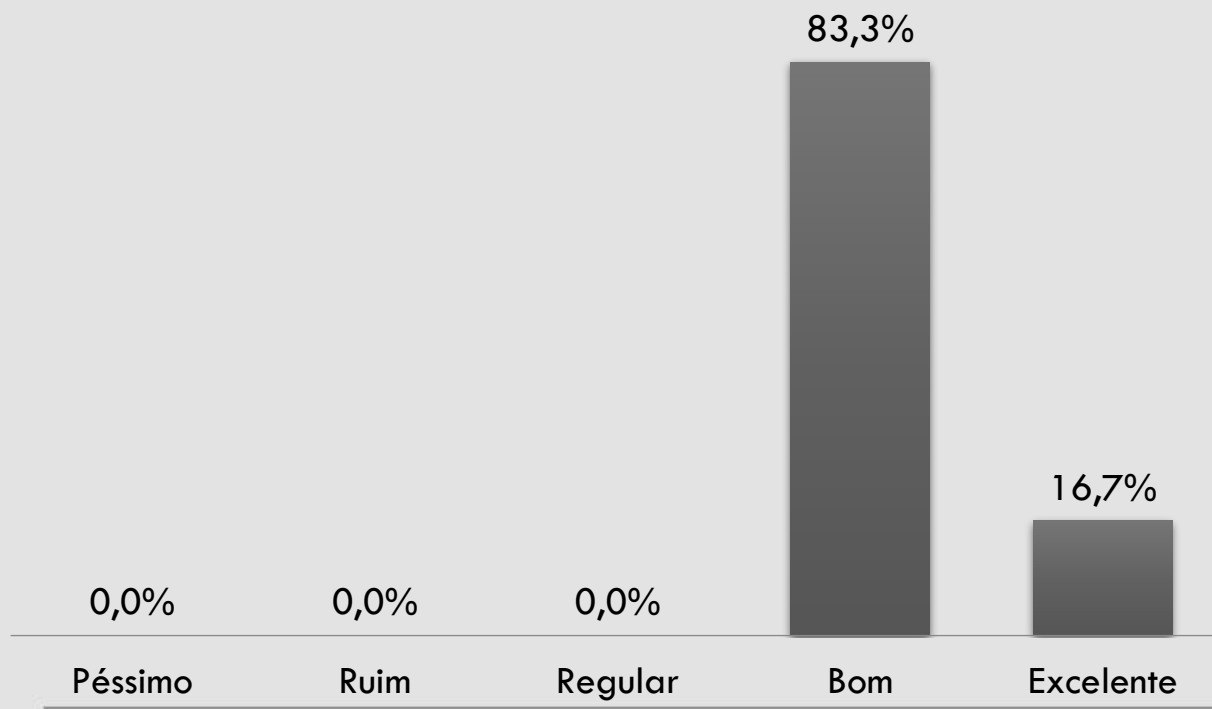
- “Bom mas precisam variar.”

PAINEL



PAINEL: MODERADORA - MARÍLIA ALBERTI

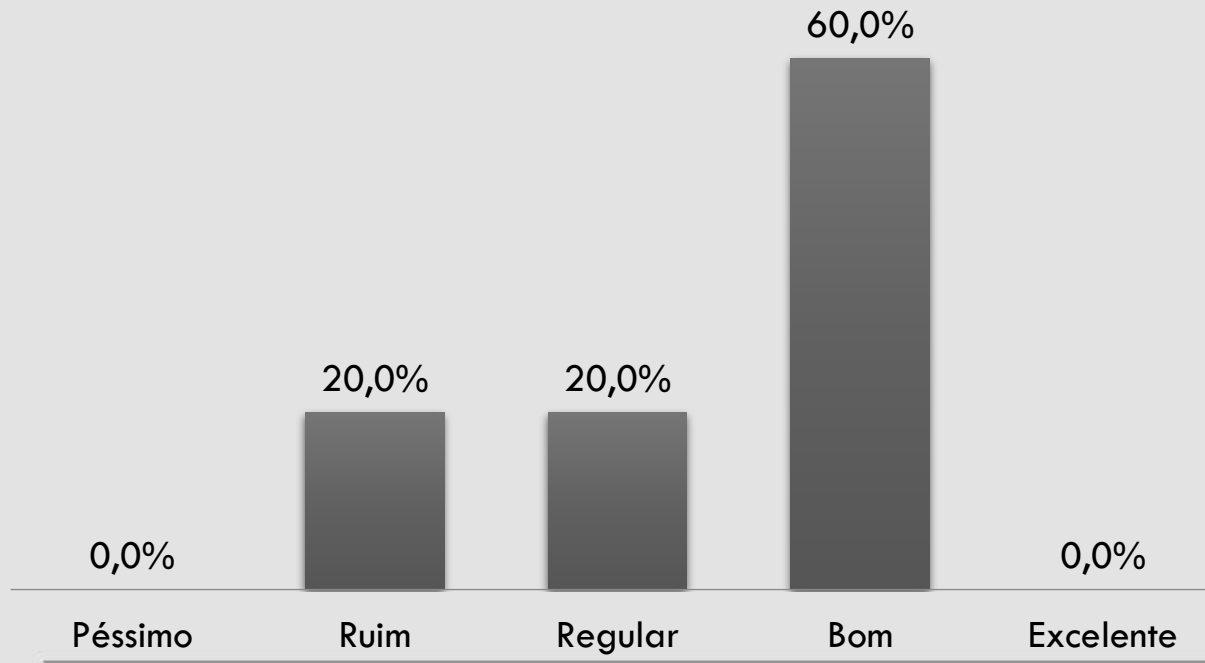
MARÍLIA ALBERTI
100%



OPORTUNIDADES DE NETWORKING

The image features a dark purple background with a lighter purple horizontal band at the bottom. The title "OPORTUNIDADES DE NETWORKING" is written in a bold, white, sans-serif font, centered horizontally. To the left of the text, there is a short, thick white horizontal line. The right side of the image is decorated with several large, stylized white arrows pointing in various directions, along with thinner white lines and geometric shapes, creating a dynamic and modern aesthetic.

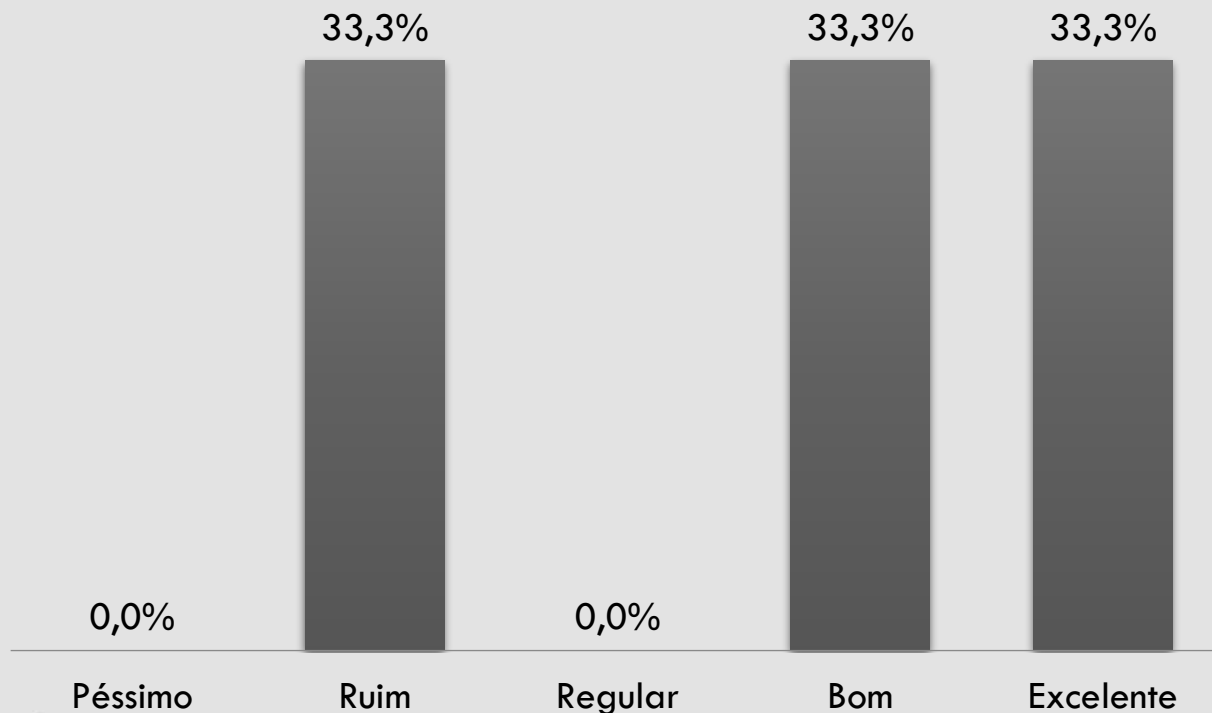
OPORTUNIDADES DE NETWORKING: RELAX - PALESTRA FOTOGRAFIA - NILO BIAZZETTO



**OPORTUNIDADES DE
NETWORKING**
19%

RELAX
40%

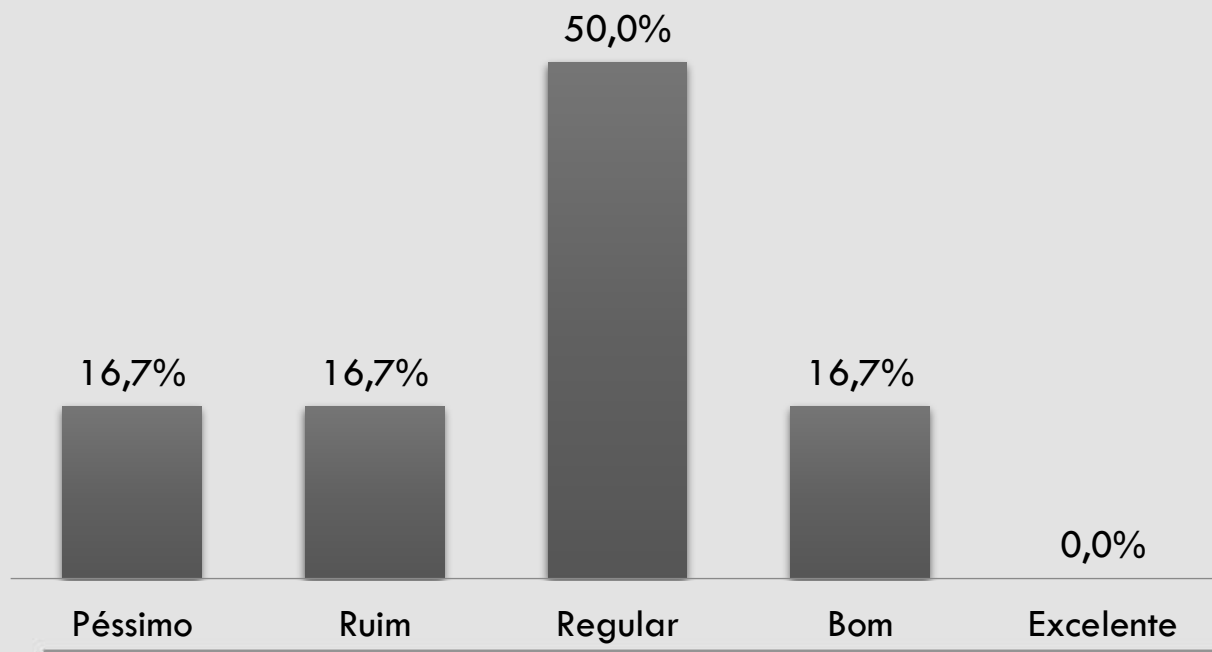
OPORTUNIDADES DE NETWORKING: INTERAÇÃO - GUILHERME BRIGGS



**OPORTUNIDADES DE
NETWORKING**
19%

GUILHERME BRIGGS
33%

OPORTUNIDADES DE NETWORKING: INTEGRAÇÃO DURANTE O EVENTO



**OPORTUNIDADES DE
NETWORKING**
19%

INTEGRAÇÃO
-17%

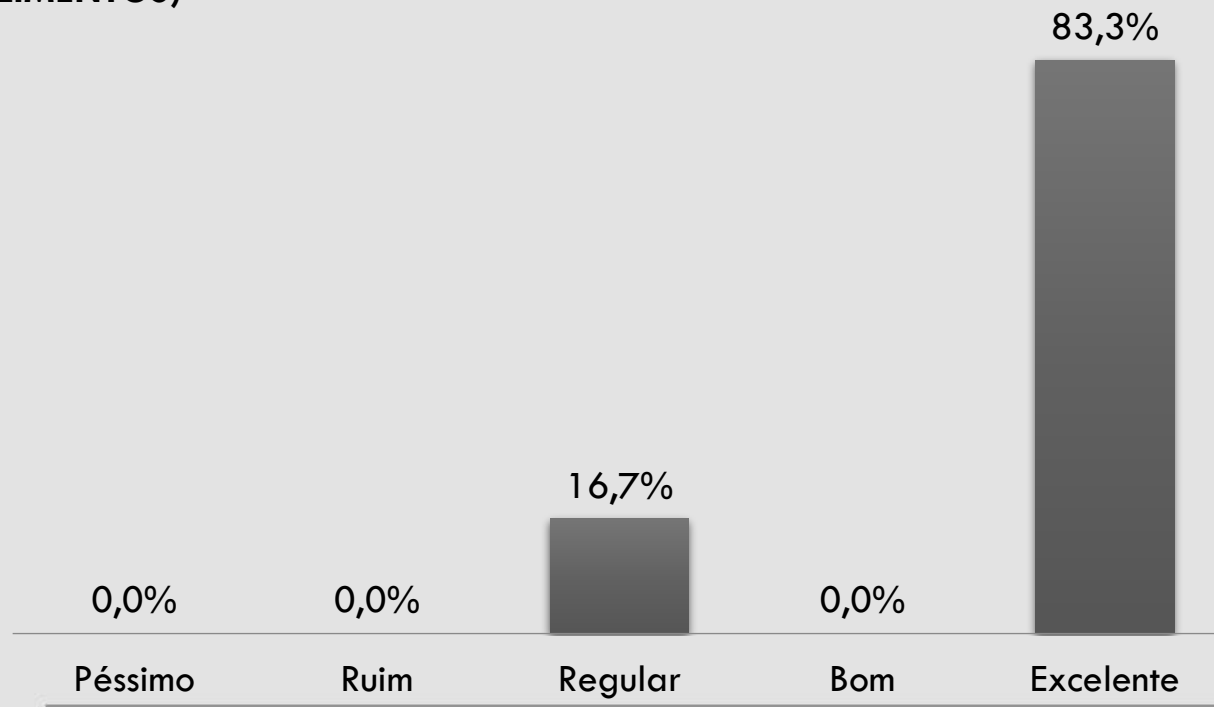
Observações:

- “Participantes não interagem muito.”

AÇÕES



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

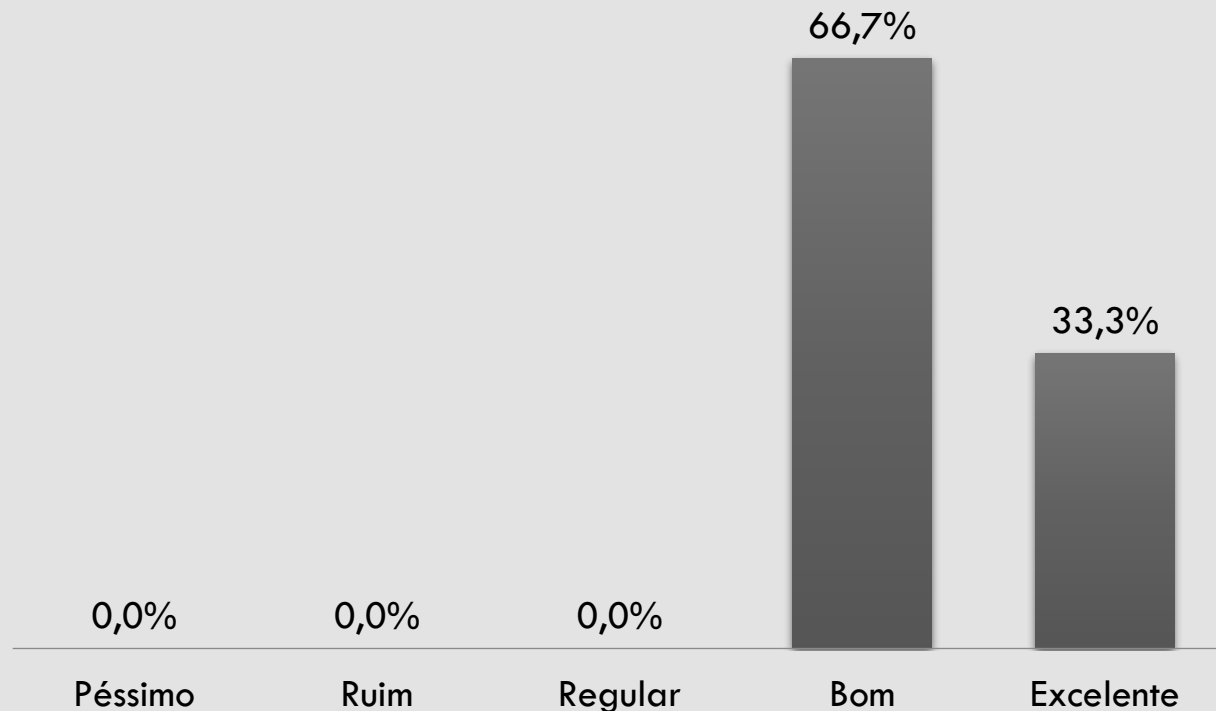


FRATERNO
83%

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

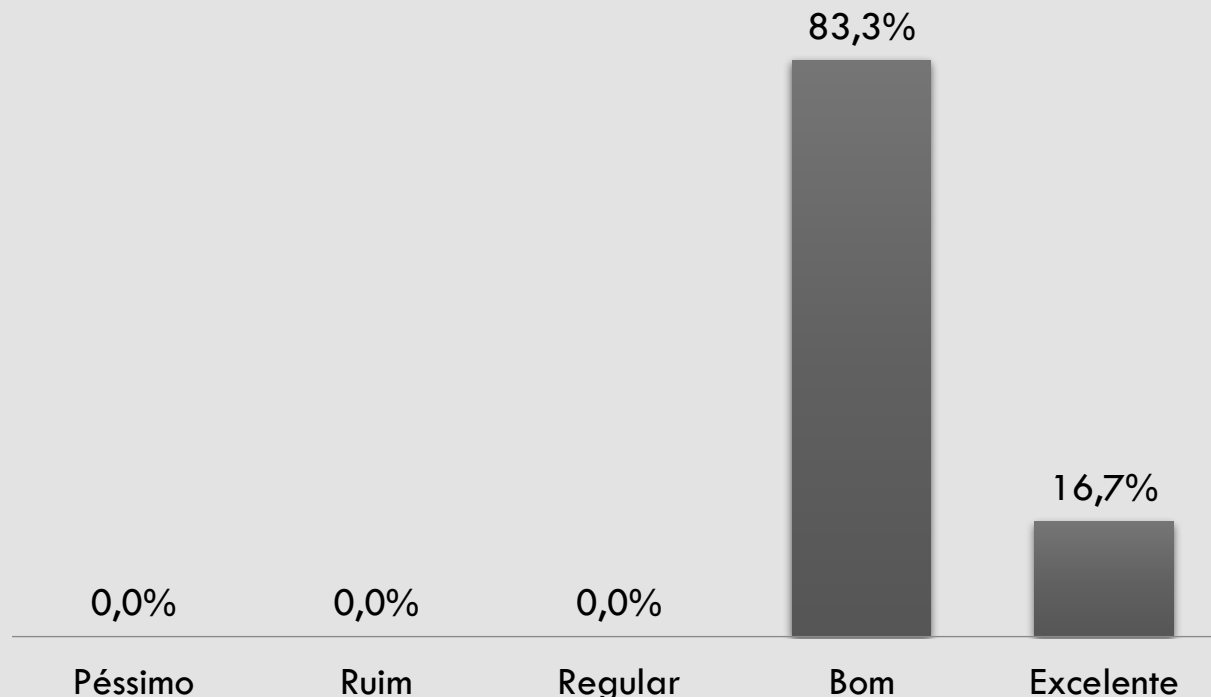


ACESSIBILIDADE
100%

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.

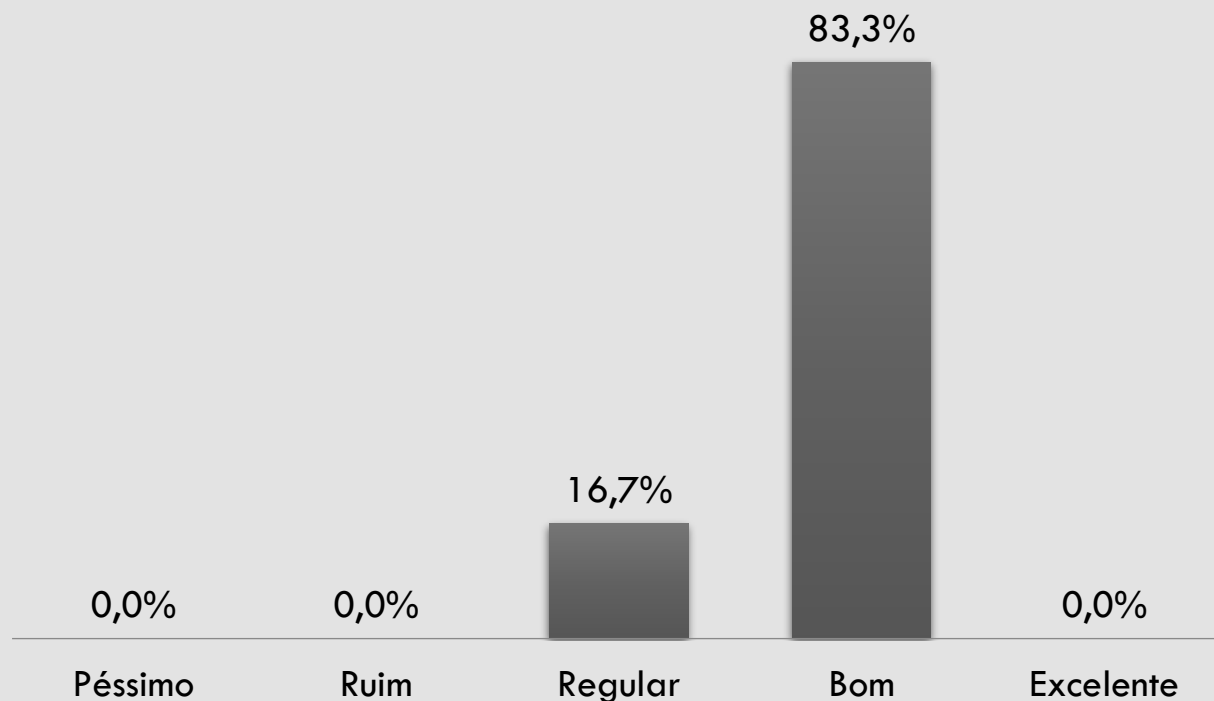
APLICATIVO 4NETWORK: USABILIDADE



**APLICATIVO 4NETWORK
GERAL
75%**

**USABILIDADE
100%**

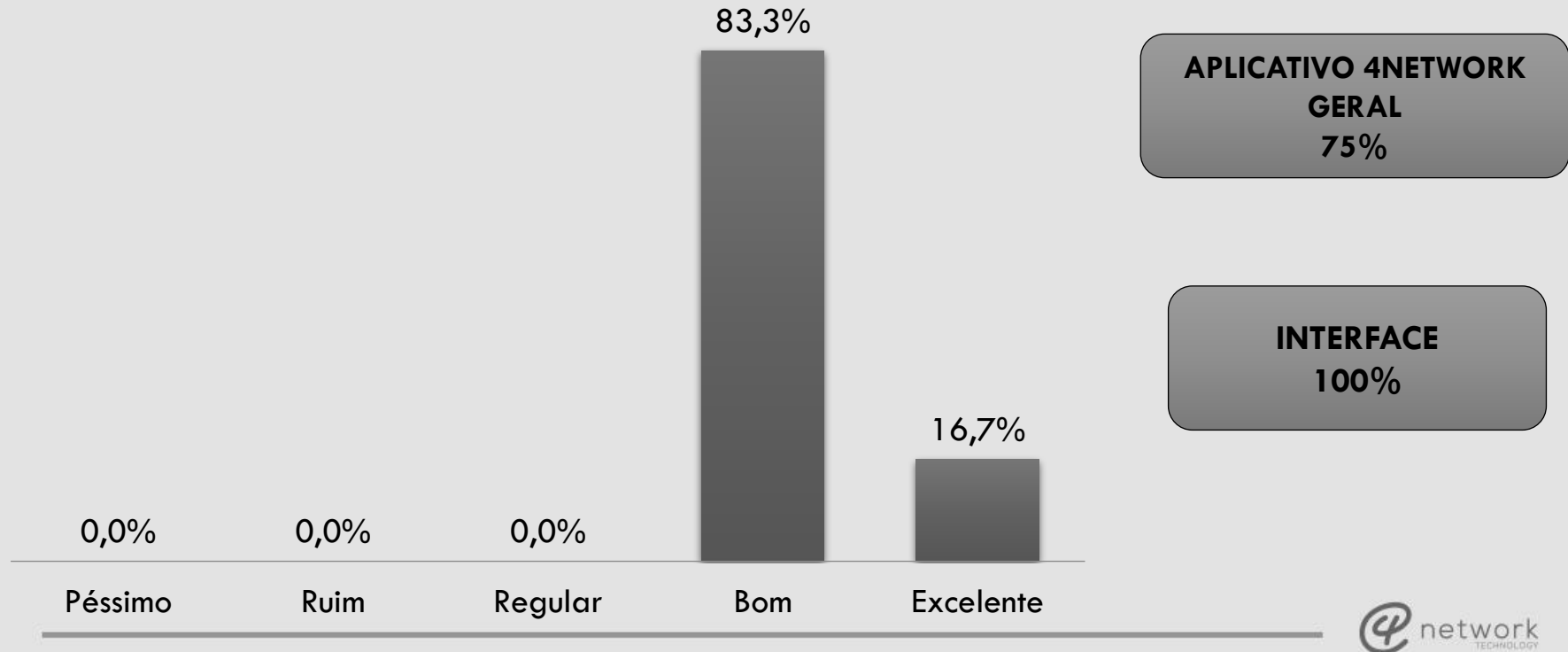
APLICATIVO 4NETWORK: CONTEÚDO



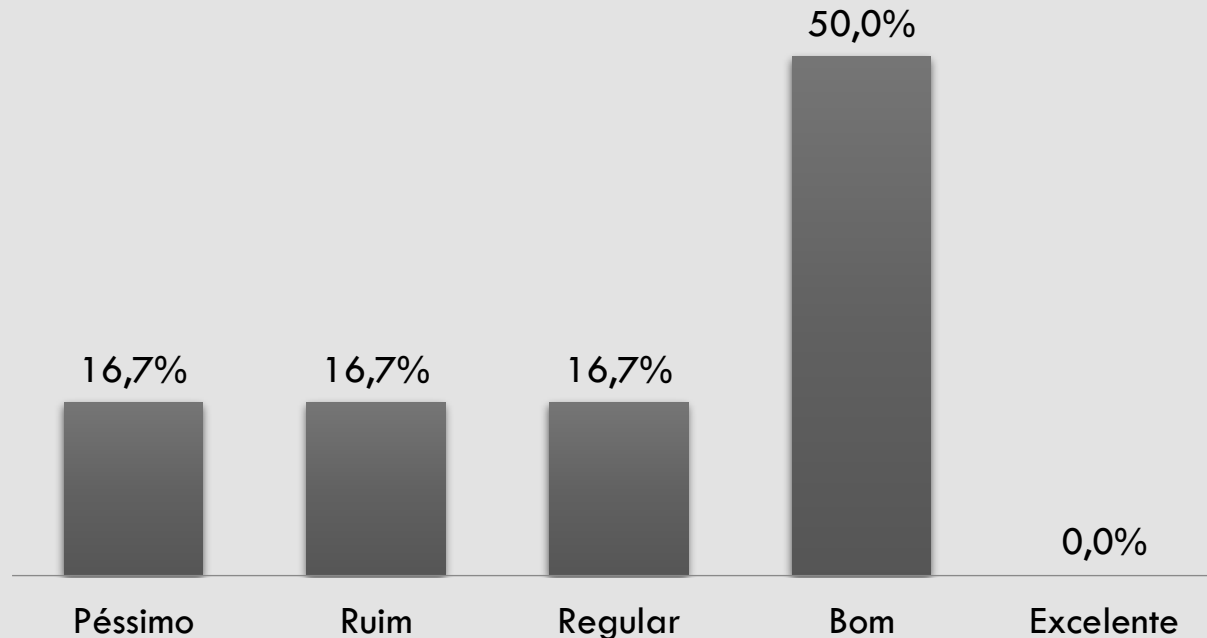
**APLICATIVO 4NETWORK
GERAL
75%**

**CONTEÚDO
83%**

APLICATIVO 4NETWORK: INTERFACE



APLICATIVO 4NETWORK: TROCA DE CARTÕES



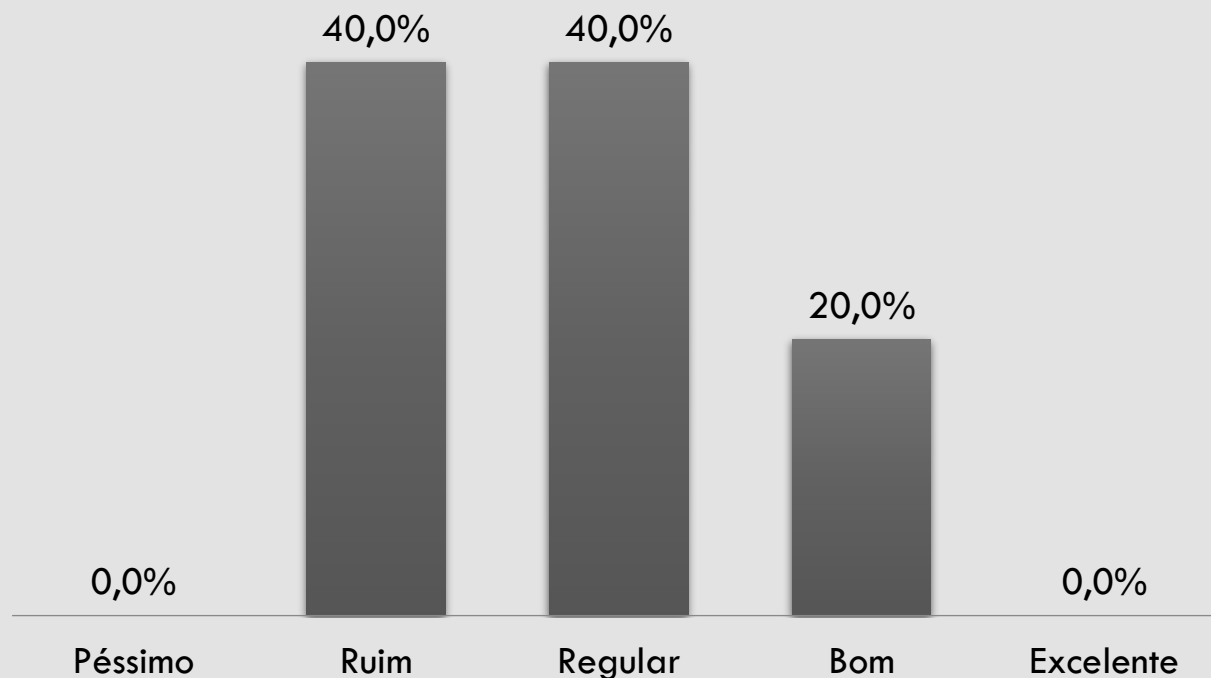
**APLICATIVO 4NETWORK
GERAL
75%**

**TROCA DE CARTÕES
17%**

NEGÓCIOS

The background is a gradient of dark blue and purple. On the right side, there are several large, stylized arrows pointing upwards and to the right, some in a lighter purple and others in a darker blue. On the left side, there is a single horizontal line in a medium purple color.

NEGÓCIOS: PERSPECTIVA PARA FECHAMENTO DE NEGÓCIOS



**PERSPECTIVA PARA
FECHAMENTO DE NEGÓCIOS**
-20%

Observações:

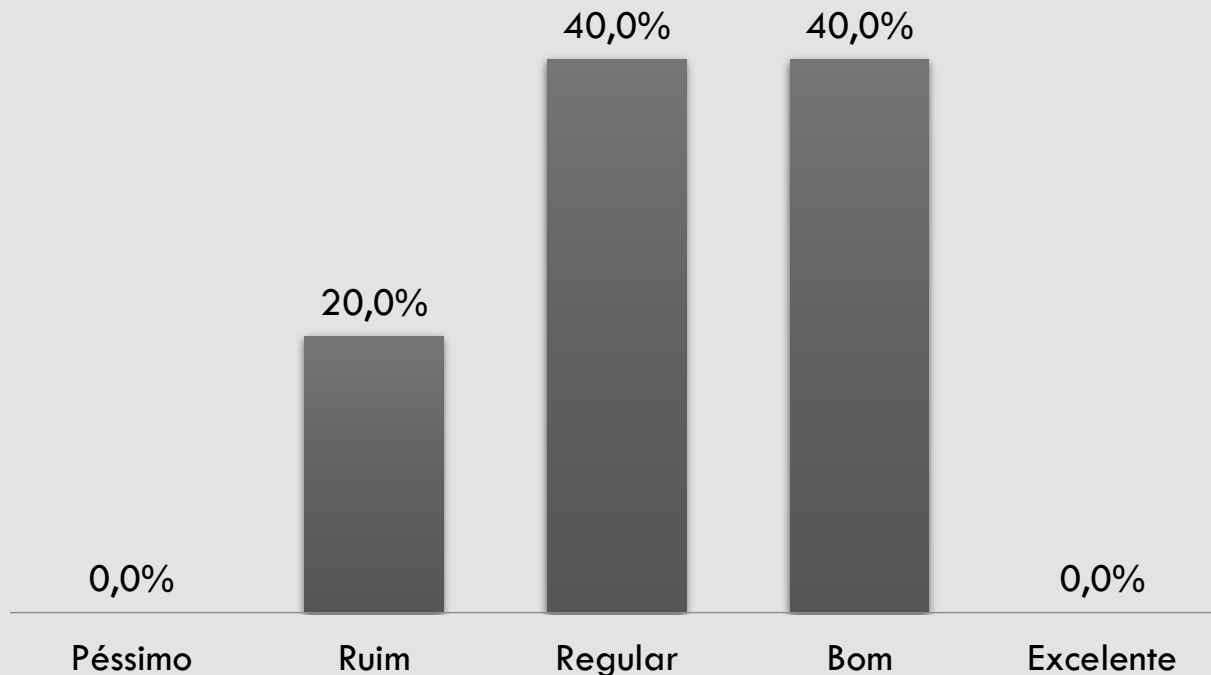
- “Não consegui precisar devido a pouco tempo de apresentação e de interação.”

The background is a solid dark purple. It features several abstract geometric elements: a horizontal line on the left, several diagonal lines in the upper right, and a cluster of arrows of varying sizes and orientations on the right side, all in a lighter shade of purple. The text is centered in the upper half of the image.

4CONNETWORKER

4CIO LESTE

4CONNETWORKER 4CIO LESTE: COMO FOI SUA EXPERIÊNCIA?

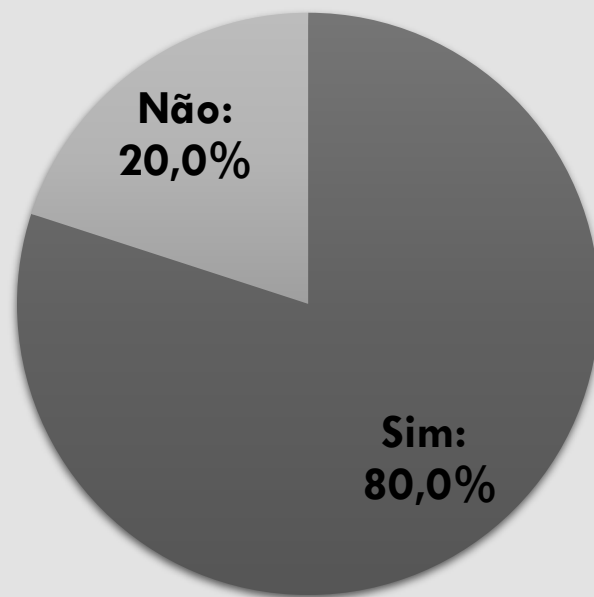


**4CONNETWORKER 4CIO
LESTE
20%**

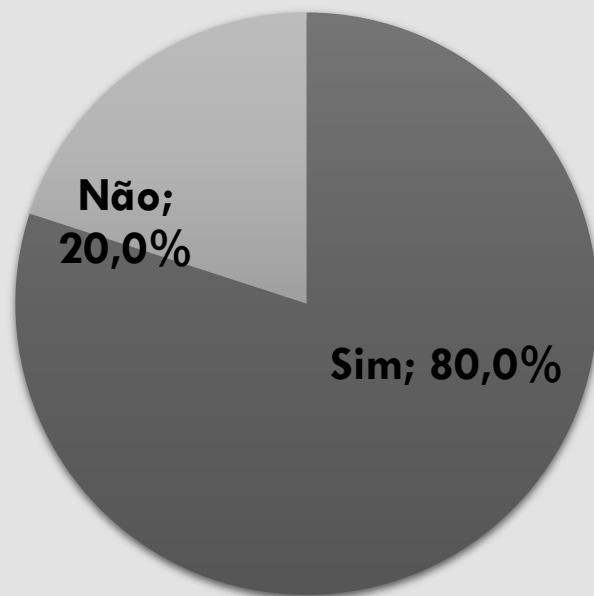
ASPECTOS GERAIS

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 arrows pointing in various directions and several thin, parallel diagonal lines.

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



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



Observações:

- “Talvez não. Dependerá do ROI que, até agora com os eventos que participamos, não se justificou.”