



Customer X Conference 2023 Evaluation Survey

Report

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Introduction

This report presents the results of Customer X Conference evaluation survey that was circulated online after the event and the responses were gathered until May 9th, 2023. The survey questions were designed on the basis of EACCME survey, but some questions were added to collect data that were of interest to the stakeholders. The survey consisted of 15 questions which included questions on demographic information about participants, type of registration and sessions attended, aspects of quality and relevance of the event and the commercial bias (see Annex).

In this report, statistical findings (descriptions and graphs) are presented together with qualitative findings, i.e., textual responses to open-ended questions (Questions 8, 11 and 13). These were analysed with a computational linguistics software WordSmith Tools 7 that establishes patterns in language use. Hence, textual responses were not only closely read by the analyst but also patterns in attendee's responses were established statistically (e.g., when 2 words tend to collocate).

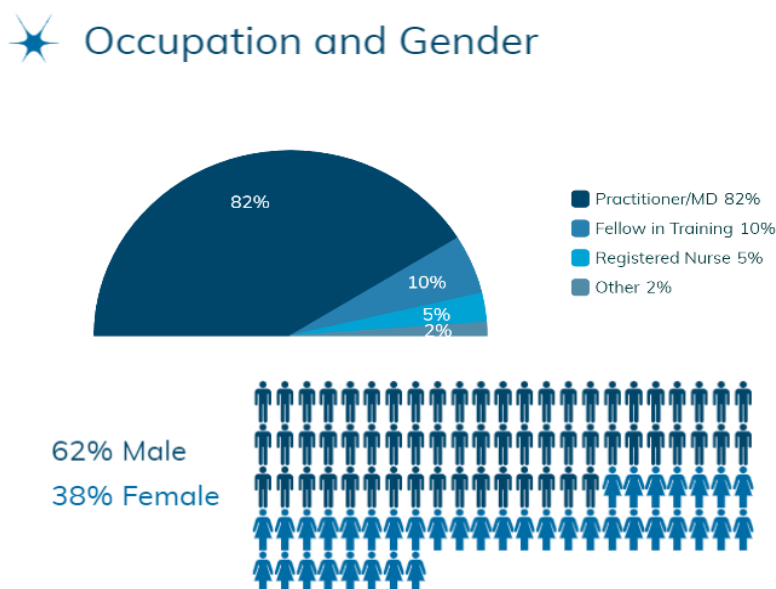
Business questions:

- How to improve the event for 2024?
- How important for the attendees is the ecological impact of the event?

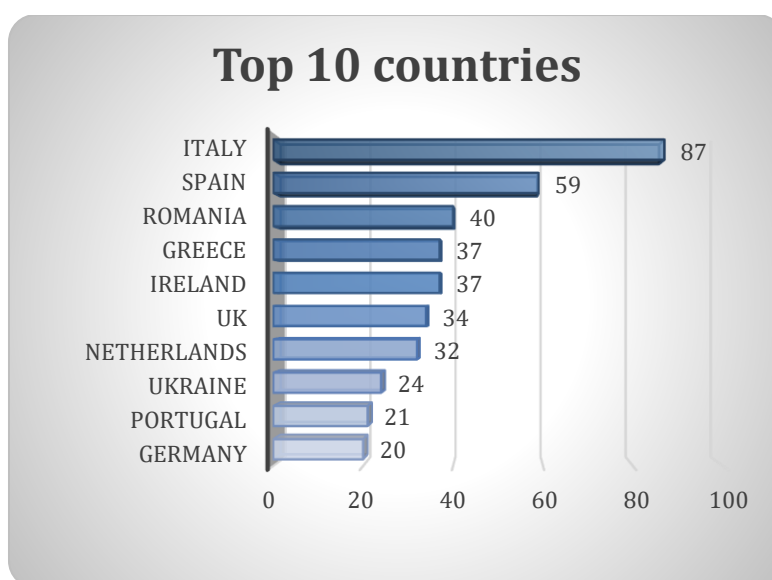
Part 1. Demographics, type of registration and geography of the attendees

A total of **515 respondents** participated in the survey.

Most participants reported to work as **practitioners/MDs** with the remaining three categories (fellows, nurses, and other professions) making up only **17%**. Males predominated the pool of respondents while female attendees made up **almost 40%**:

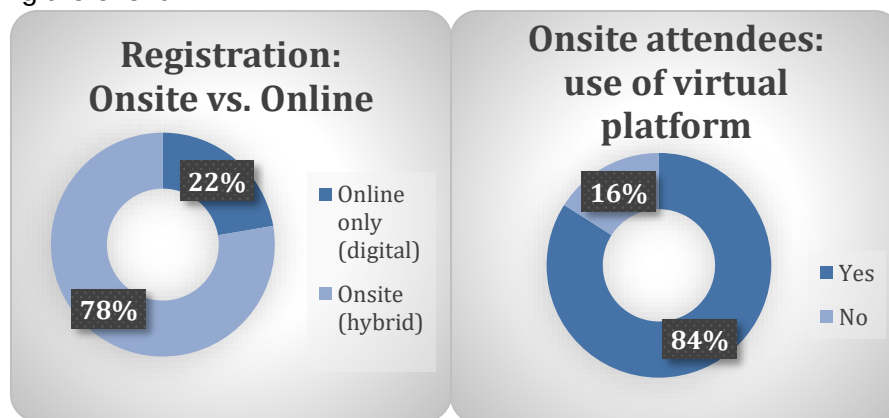


In terms of geographical distribution of the attendees, the largest group with **almost 18%** of the total came from **Italy**, 12% from **Spain**, 8% from **Romania**; these were followed by **Greece**, **Ireland**, and the **UK** with 7% of attendees each:



Among the **European** countries with **lowest attendance** numbers (less than 1% of the total) were (number of respondents in brackets): Czech Republic (5), Lithuania (5), Finland (4), Slovenia (4), Bulgaria (3), Croatia (3), Denmark (3), Hungary (3), Latvia (3), Serbia (3), Slovakia (3), Sweden (3), Austria (2), Estonia (2), Bosnia and Herzegovina (1), Cyprus (1), Malta (1), and Poland (1). A total of 25 attendees (**4.9%**) came from regions other than Europe.

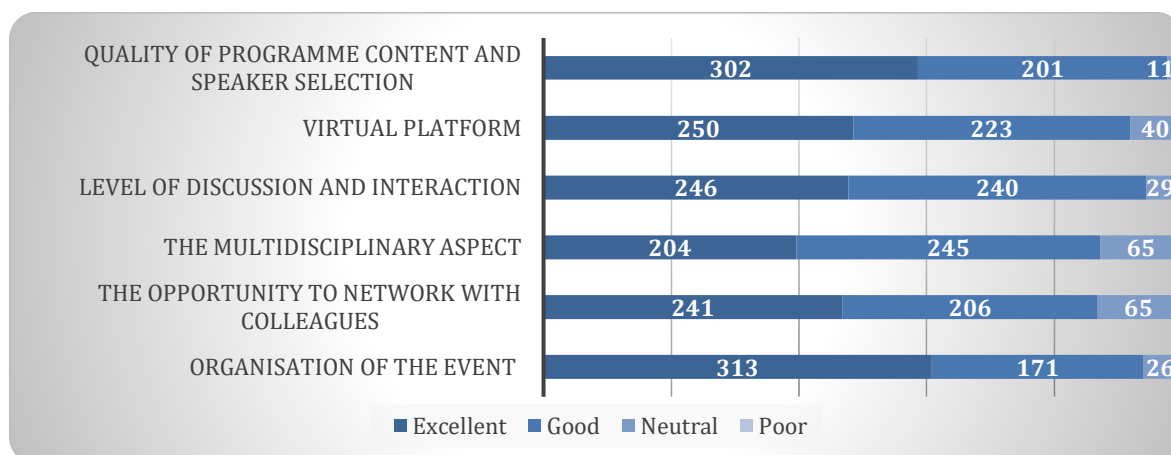
In terms of choice of **registration type**, most respondents preferred to attend Customer X Conference onsite (with access to online platform) whereas a fifth attended online only. Nevertheless, **most onsite attendees (84%, 347)** made use of the online platform before, after or during the event:



Part 2. Quality of the event

General feedback

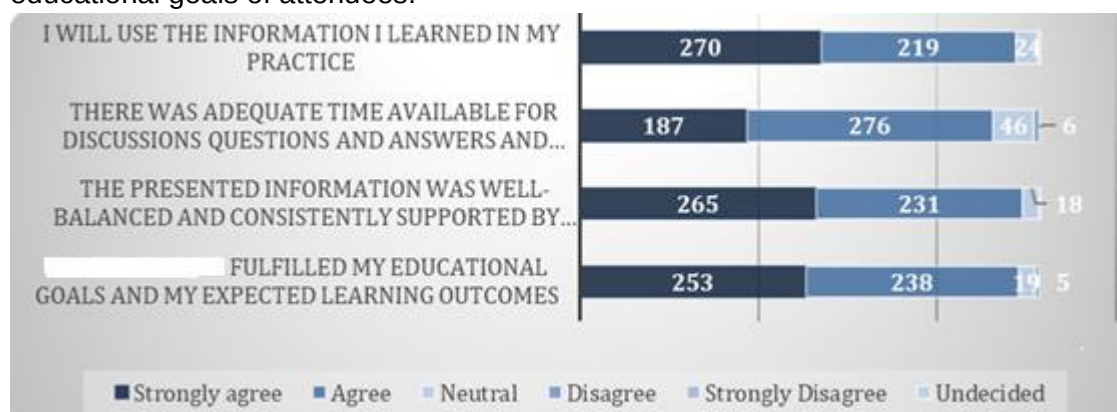
The attendees **highly evaluated** various aspects of the event surveyed in Q9 of the survey (how do you rate):



The **organisation of the event** and the **quality of content and speaker selection** were especially highly rated by the respondents with **59%** and **61%** of respondents respectively describing them as **excellent**. The number of negative evaluations of the different aspects of the event is marginal, hence not displayed in the above graph.

Overall, **all six aspects** were evaluated as **excellent** or **good** by the overwhelming majority of respondents: quality of programme content and speaker selection (**98%, 503** respondents), the organisation of the event (**94%, 484**), level of discussion and interaction (**94%, 486**), virtual platform (**92%, 473**), the multidisciplinary aspect (**87%, 449**) and the opportunity to network with colleagues (**87%, 447**).

Responses to Q10 of the survey confirmed the overall positive evaluation of Customer X Conference 2023 in terms of usefulness of information for professional practice, opportunities for learner engagement, time available for discussion and addressing the educational goals of attendees:



Turning to the language data, analysis textual data from Q8 (what did you like/dislike about the event?) allowed to gain some insights into what mattered to the attendees most. **94% of participants (486)** provided a written response to this question.

Importantly, the list of most frequent lexical words corroborated the statistical findings above: evaluative '**good**' (48), '**great**' (31) and '**well**' (27) were among the most frequent words mentioned in the pool of answers. The below table shows an overview of collocates¹ of these words, namely what the respondents described as *great*, *good* and *well* (the number of co-occurrences in the brackets):

good	great	well
Organisation (11) Very (11) All (8) Speakers (7) Sessions (7) Quality (6) Location (5)	Sessions (9) Quality (4) Experts (4)	Organised (15) Very (10) Was (8)

This means that frequently the respondents described the **organisation, the quality, and the experts** at the event as **good** and/or **great**. The dataset also frequently contained phrases such as '*everything was great/everything was very good/ very well organised/I liked everything*' or similar.

The examination of the full list of lexical words showed that the most discussed aspect of Customer X Conference was '**sessions**' (120 mentions) which were described as **interesting** (9 co-occurrences), **great** (9 co-occurrences) and **good** (7 co-occurrences). The word '**sessions**' also collocated with '**like/liked**' which also speaks of the positive perception of Customer X Conference program and contents. Some examples of textual excerpts² below with highlighted and underlined words:

. Lunch boxes could be better!!! Interesting sessions on UGI/LGI endo. Some sessions in tiny and not so much the fact of some interesting sessions occurred at the same time ; I like the . I was not able to attend to several interesting sessions due to full room" ; "Like: location, culinary ; Round tables ; Sessions of good quality ; Sessions we interesting and useful for my clinical very interesting ; Very interesting ; Very interesting sessions specially reviews and expert opinions ; reviews and expert opinions ; Very interesting sessions, practical modules and high scientific ; Very well organized with very interesting sessions. However some rooms were very small in I like a lie of useful information I heard. ; I like all the sessions ; I like all. Unfortunately, I can participate in best world endoscopy experts. ; I like the level of all sessions and I like the quality of the discussions ; I ; I liked live endoscopy session and guideline sessions ; I liked meeting all the people different the expert ; "I enjoyed the videos and the plenary sessions " ; Mostly good over all but was difficult to wanted because of full room. " ; "Too crowdy All the sessions were useful" ; Too short availability for the with colleagues, good discussions, great sessions ; Interaction with experts ; "interaction not all events where available online" ; "Like: Good Sessions, live Demos Diakone: Mandy â€ŽBasic the expert ; "I enjoyed the videos and the plenary sessions " ; Mostly good over all but was difficult to better live endoscopy cases. ; Overlap of the good sessions caused problems to attend. I had too small, nice atmosphere ; Round tables ; Sessions of good quality ; Sessions we interesting

¹ Collocation is a statistically significant co-occurrence of 2 words in a text, in other words, the two words appear next to each other very frequently. The strength of all co-occurrences mentioned in this report were calculated in WordSmith Tools 7.0.

² The images show the word of interest in the centre with its collocates highlighted and underlined.

In a similar manner, respondents also underlined **high quality** of **sessions** (12 co-occurrences), **presentations** (9 co-occurrences), and **speakers** (8 co-occurrences):

The hands on training was very useful ; **High quality** of the discussions and heterogeneity of the and heterogeneity of the topics. Perfect!!! ; **High quality** of the presentation and revision of the ESGE and revision of the ESGE Guidelines ; "**High quality** presentations. Not so much live endoscopy" presentations. Not so much live endoscopy" ; **High quality** reports ; "**High quality** sessions. I did not much live endoscopy" ; **High quality** reports ; "**High quality** sessions. I did not dislike anything." ; "**High quality** sessions. I did not dislike anything." ; "**High quality**, well design No dislike" ; Hybrid format ; paper sessions Guidline sessions. " ; "Likes: **high quality** of the sessions and of the hands-on training; and content was excellent ; Online option, **high quality** presentations, relevant information ; "Online ; "Strong aspects - very diverse program with **high quality** presentations - opportunity to watch on speakers" ; very good organization ; Very **high quality** presentations; **high** attendance. Dublin is a the same topic in different days and sessions ; The **quality** of the **speakers** ; the sessions ; The quality of the **speakers** ; The organization and the **quality** of presentations were fine. Everything was organisation The people ; The organization and **quality** of the **speakers** ; The organization and the WAS AMAZING ; "The event was great, many **quality speakers** and content. Sadly there was no off while watching the videos" ; Quality of lectures ; "**Quality** of speakers. Il dislike nothing" ; Really screen doesn't turn off while watching the videos" ; **Quality** of lectures ; "Quality of speakers. il dislike more of them) ; "Great congress center. Excelent **quality** of **speakers**. I would suggest some more awful - no bags - reduce participation fee" ; " - Good **quality speakers**. - Relevant topics." ; Open source

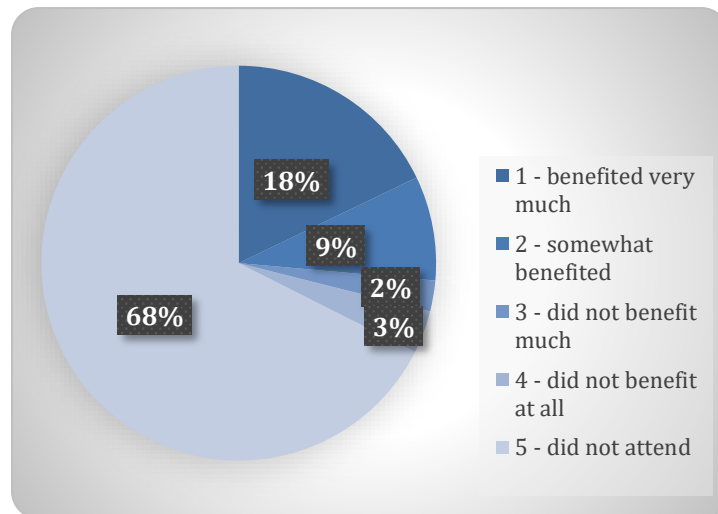
At the same time, the respondents highlighted the **variety of topics and themes** at the event. It was the second most frequently mentioned theme after sessions. The respondents positively evaluated it, as well as **the number** of topics, the **levels** of presentation (from basic to advanced) and their **wide spectrum**:

food for all the attendees" ; I liked the **variety** of **topics** ; I liked the wide **variety** of levels of topic iety of topics ; I liked the wide **variety** of levels of **topics**: from "back to basics" to "very advanced sessions were sold out to early ; The **variety** of **topics** with high level presenters ; There is a and specificity ; **Variety** of themes ; **variety** of **topics** specially PGR course modules ; **Variety** pics specially PGR course modules ; **Variety** of **topics**, including live demonstrations, new interactions and session formats ; "I liked the **topics** selected in the meeting. Nothing I dislike in the meeting. Nothing I disliked." ; "I liked the **topics**, the live sessions I dislike the food and food for all the attendees" ; I liked the variety of **topics** ; I liked the wide variety of levels of topic ed all ; liked it a lot ; "Liked the broad specter of **topics** and quality. Disliked: Not enough food/ oms were to small ; I like they covered many **topics** and the post graduate training course is ; I like they talk about all kinds of endoscopy **topics** ; I like this event, i was greatfull to partication, culinary quality Dislike: " ; Like: many **topics**; Dislike: too many at the same time ; "Lil lots of redundancy" ; Like: the diversity of the **topics**, speakers, punctuality ; Like: The majori food for all the attendees" ; I liked the variety of **topics** ; I liked the wide variety of levels of topics iety of topics ; I liked the wide variety of levels of **topics**: from "back to basics" to "very advanced " ; "Pro: interesting lectures, wide range of **topics**, experts point of view, networking Contra

Part 3. Evaluation of specific sessions

This section presents answers to Q6 of the survey and textual comments collected in Q8.

Hands-on training course



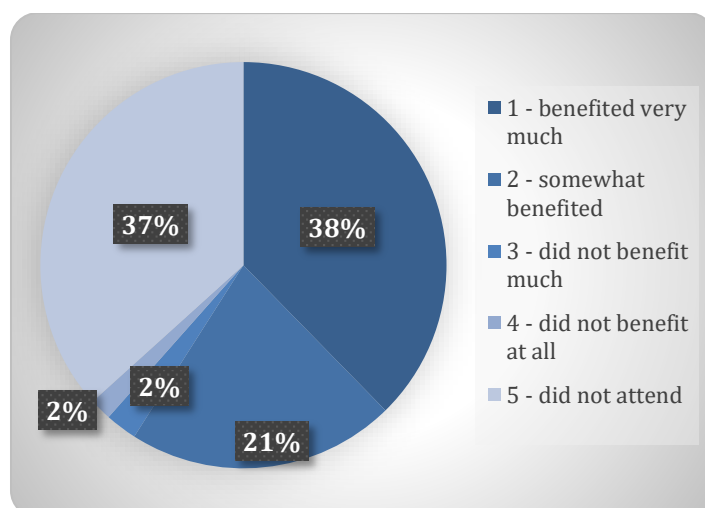
Most respondents (348; 68%) **did not attend** this course. The examination of open-ended responses showed that some attendees could not take part **due to limited seats available**.

The **majority** of those who attended gave an overall **positive evaluation** of the course: 18% benefited greatly (92) and 9% (44) found it somewhat useful. **Only 5% of respondents** (31) declared that Hands-on training course was of little value for them. Examination of written responses did not reveal any additional insights on why this could be the case. Two comments (see extract below) referred to the fact that hands-on sessions **did not present the whole spectrum** (specifically, 'e. g. *EUS drainage was fixated on LAMS / Hot Axios*') and that **EMR was not so useful**. Absence of additional data on hands-on training does not allow to corroborate whether this opinion was shared by more participants.

In the open-ended answer (Q8), the respondents underlined the **lack of room** for hands-on sessions and that **no spots were available early on**:

monstrations ; "Hands on session. PG Course " ; Hands-on courses did not present whole spectrum (e.g. ven by experts I didn't like not have place for hands on " ; I like the updating opportunity ; I Like s wonderful! BUT there were very few places for hands-on training. At the moment I registered for th live ; "Hand on training Few spaces for HOT" ; Hands on ; Hands on courses; guidelines discussion; rs. ; Topics were very great. I would like much hands on courses. Also, a big space for such a event not enough time ; "Meeting atmosphere Too shot hands on were fully booked " ; Meeting colleagues, he t sessions was easier than ever. Excellent! The hands on training was very useful. ; High quality of discussions and topics I disliked the food! The hands on training courses booked out very early" ; " . Sadly there was no room to participate in the hands on training course. Minor dislike - not enough "Likes: high quality of the sessions and of the hands-on training; organization of the event; Dislik nest with you. I disliked the limited number to hands-on trainings. ; I learned a lot of new materia y liked the virtual platform. I didn't find the "hands on" programme (EMR) useful. In addition, some

Pre-recorded PGR Course modules



Pre-recorded PGR Course modules also had **a low attendance** with almost 40% of the respondents declaring not having taken part. **The remaining 59%** of attendees (304) found the modules very or somewhat useful. **Only 4% of respondents** (21) reported to not have benefited from the session.

The attendees of PGR Course modules appreciated the possibility to **re-watch the recordings** and that the materials were **available online prior to the event**. Other positive feedback highlighted the possibility to get **experience from experts in the field** and the **variety of topics**. Only one respondent evaluated the PGR course as a beginner level:

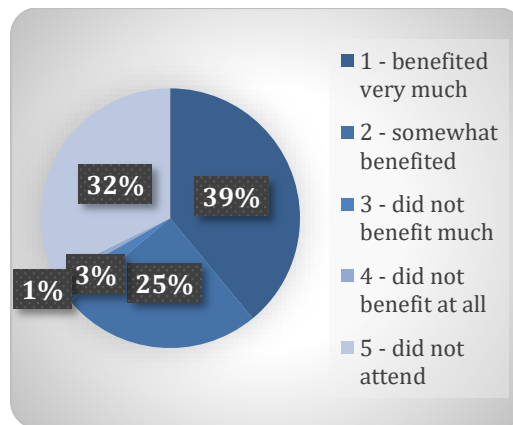
of pre-recorded. ; "Practical event **Dislike**; **post** graduate is mostly for beginners "; "Pro: Interesting lectures, wide range of different sessions all at once"; "**Liked**: PGR courses Case based sessions Free paper sessions Guideline sessions. "; "hed."; Excellent idea to release the online post graduate course 2 weeks in advance; Excellent information provided. Pres from top experts in the field; Pre-recorded PGR videos; International environment. I did not like the overlapping between the permitting to participate in many **sessions**; "**post** graduate course getting the experience of the the most expert in the field " s that I really disliked; I missed the **on-site post** graduate course; the meet the expert without a lecture or case based lectur variety of themes ; variety of topics **specially** PGR course modules ; Variety of topics, including live demonstrations, new endo ll ; I like they covered many topics and the **post** graduate training course is amazing ; I like they talk about all kinds of endos y convenient. ; "It was very good, I liked the **post** graduate course, the abstracts + discussions in the meeting rooms were v nterest to me ; the possibility to attend the PGR courses at home and to see again same session ; The practical focus ; The

2 respondents suggested **extending the access to PGR course beyond June 30**:

Why are you going to close the online access on 30 **June** 23? ;

I **dislike** we have the possibility to watch only till the end of **June**. In my opinion it should be longer because there's not always time enough time in our lived to study everything we'd like

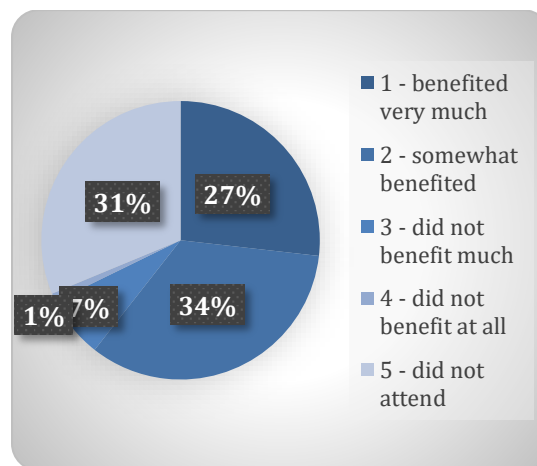
'Meet the experts' sessions



64% of attendees (329) said that they benefited from 'Meet the experts' sessions. Many respondents did not attend these sessions and open-ended questions revealed that the **sessions were too early** in the morning to attend; two respondents would like **more visibility** for these sessions and the meetings to be based on a lecture/case:

ve session I **dislike** that **expert meeting** was **too early** in t
 duate course; the **meet the expert** without a lecture or case is **not so interesting**
more visibility of the sessions which are **meet the experts** - No video sessions when
 I **liked** live and **meet the expert** sessions; I liked live de
 presentations ; **Meet the experts too early and not enough time**

E-Poster Tours



61% of attendees (312) said that they benefited from E-Poster tours. Similarly to 'Meet the experts' sessions, E-Poster tours had a low attendance (**31%** of respondents did not attend). Some respondents claimed that these sessions had **little audience** (too early in the morning or after lunch break) and **were not promoted enough**:

Some rooms did not fit for the audience No audience in **e-posters** after lunch break Like: punctuality. General organisation"; Dislike: too many oral communications sh
 guideline sessions such as Small Bowel Endoscopy **EP poster** tour should be improved not many people attended to discuss"; "I loved how practical it was "; "I loved th
 atting the experience of the the most expert in the **field** "; **Poster** Tours (I had 1 presentation) **were not promoted at all!** Many of the presentations were not given, which is
 ng ; WELL ORAGANISED ; "Well organised **Did not like - poster** sessions **more public** - More robust screening of abstracts - More visibility of the sessions which are me
 provided"; Programme and the Topics ; Pros: **recorded poster** presentations ; "Quality and variety of the presentations and speakers. Dislike: the rooms were quite ofte
 ig "; "I like the guidelines sessions I was elected for the **eposter** session presentation in person, it was scheduled **right on the beginning we had nearly no audience.** ";

Part 4. Miscellaneous feedback and commercial bias

Miscellaneous feedback points

1. Size of the rooms

Overall, some sessions were assigned to small rooms and many respondents indicated that they could not attend due to limited seats. Mentions of the word rooms was statistically significant in the dataset (41 mentions in responses to Q8): in addition, the word **rooms** collocated with **small** (24 co-occurrences).

Some responded expected that **certain sessions would be allocated bigger rooms due to perceived popularity**. Some respondents also noted that too many sessions were running **simultaneously**. Unfortunately, there was only one example of a session with an overcrowded room in the dataset, namely 'sessions concerning T1 carcinomas'. Some examples of attendees' feedback:

cerning T1 carcinomas were full/ the **rooms** were too **small**. "; i liked something
ation: some sessions were in **small rooms** and I couldn't attend the lessons I l
iction, networking ; "Interactions The **rooms** were too **small**" ; Interesting, varied
ple could not fit to the **small meeting rooms**. ; lectures and video sessions ; Lik
etworking, auditorium Dislike - **small rooms**, pre-recorded sessions" ; Like all th
ne Dislike: popular lectures in **small rooms** " ; "Like: experts Dislike: not all ever
peakers and nice topics. Very **small rooms** with no vacancies so I could not go
entations and speakers. Dislike: the **rooms** were quite often too **small** to all the
edge. Some sessions too crowded ; **Rooms too small** ; Rooms too **small**, nice
ons too crowded ; Rooms too **small** ; **Rooms too small**, nice atmosphere ; Rour
inical practice. However sometimes **rooms** were plenty of people. ; **Small** capa
e halls ; **Small** congress hall ; **Small rooms** with too many simultaneous sessi
es were rather poor ; Some meeting **rooms** were too **small** and we weren't
much hands on courses. Also, a **big space** for such a event is required. ; Unfor
s ; Sometimes there was not **enough space** in the rooms to attend some live m
disliked the small rooms and **lack of space** to attend some interesting present
d the session I like due to the **lack of space** in the room ; wonderful interaction
nter is good, except for some **lack of space** in rooms!! Also ; easy to fly,
were too crowded with no **sufficient space**" ; Live endoscopy ; I liked everythin
were too crowded with no **sufficient space**" ; Program and speakers ; "Progra
ed" ; "Well organised some talks **the space** was not enough to attend" ; well or

2. Catering

Food and catering services were frequently discussed in answers to Q8. Most respondents said the food was **not good** and there was **not enough available** for everybody. In addition, one respondent stated that the food was **unhealthy** (e. g. '*sandwiches filled with mustard were impossible to eat*', '*Chips can't be considered a meal*'). However, one other respondent considered the food **healthy** (see highlighted in green):

copy too ; knowledge ; **Lack of choice** for coffee/food was a major **drawback** leading to a group of us h
 of us **having to exit the session to get decent food** ; Large amount of contents and network ; Lectur
 of the meals, no places to sit down, **not enough food** for all the attendees" ; I liked the variety of
 ter of topics and quality. Disliked: **Not enough food/snacks** ; "Liked the hybrid option. At times th
 ghts about endoscopy ; Good content, **too little food** available on site. ; Good lectures, no dislikes
 ORGANIZATION ; "food service **awful** - no bags - reduce participation f
 urse. Minor dislike - **not enough** water on site, **food not that great** ; THE EXCELLENT ORGANIZATION AND
 nted to learn. - the organization was good, the **food was healthy and good**, i really enjoyed the fact
 event as a whole I **disliked the quality** of the food !! It certainly needs improvement" ; I liked th
 "I liked most the live sessions I **disliked the food**" ; I liked mostly the various arguments discuss
 different discussions and topics I **disliked the food**! The hands on training courses booked out very
 ked the topics, the live sessions I **dislike the food** and the weather in. . . " ; "I liked the vari
 rooms were very interesting. I **didn't like the food....** " ; It was very well organized and I could
 other scientific sessions ; "I **did not like the food** I wish there were more live endoscopy cases I l
 meal, and it's a shame to propose **such unhealthy food** in a medical congress. Sandwiches filled with m

3. Virtual Platform

11 respondents commented on the virtual platform and the mobile app. 8 had positive feedback (*flawless, wonderful, liked, really liked, enjoyed, worked really well, possibility to see and resee sessions*). As the extracts below show, only 1 respondent did not like the platform and 2 requested **improvements to the quality of the audio and the possibility to only listen to the recordings with the screen off**:

Virtual platform: for the **mobile app**, **try to fix that the screen doesn't turn off** while watching the video
 o watch presentations in paralel ; The online **platform as a possibility to see or to resee sessions**.
 ut lunch given. ; "Excellent overview, **online platform flawless**, qualify speakers and sessions I hav
 more live endoscopy cases **I liked the online platform**" ; I didn't find useful the live cases. The
 tions. **Didn't like the application and online platform**. ; Organization ; organization ang high level
 s only able to attend the meeting online. The **platform worked really well** and I appreciated the post
 others ; "I **liked the ability to access via the app** and attend the classes in person. It was great
 streams. **taking notes as screencaptures with the app** was **woderful**. Also checking out two parts of di
 ion, balanced sessions, I **enjoyed the virtual platform**. I would like to see even more women on the s
 event spectacular. I **really liked the virtual platform**. I didnt find the "hands on" programme (EMR)
 he **virtual platform** DURING the congress for the **streaming had the audio extremely LOW** and we could not use it at all

4. Other points

In the pool of answers to Question 8, some suggestions for improvement came up; these were not frequent but may be valuable to consider cautiously (probably checking with the team that was helping on-site whether the comment makes sense or could have been too subjective).

2 respondents suggested organizing activities/events after the conference:

I would suggest some **more activities/events after the congress**." ; "Great Discussions Need more
 Dislike: Need for **more convivial experiences** (dinner all together; local groups exhibitions and local food tasting

2 respondents asked for more time allocated to discussions and questions:

I wish there had been **more time for questions and discussions**." ; "I liked the attention to sustain
 Need **more time for Questions** " ; Great meeting everybody excited about endoscopy

2 respondents indicated that more live demonstrations would be beneficial:

I would like to see a little bit **more live demonstrations**. Also as for me, there were too little
 I wish there were **more live endoscopy cases** I liked the online platform"

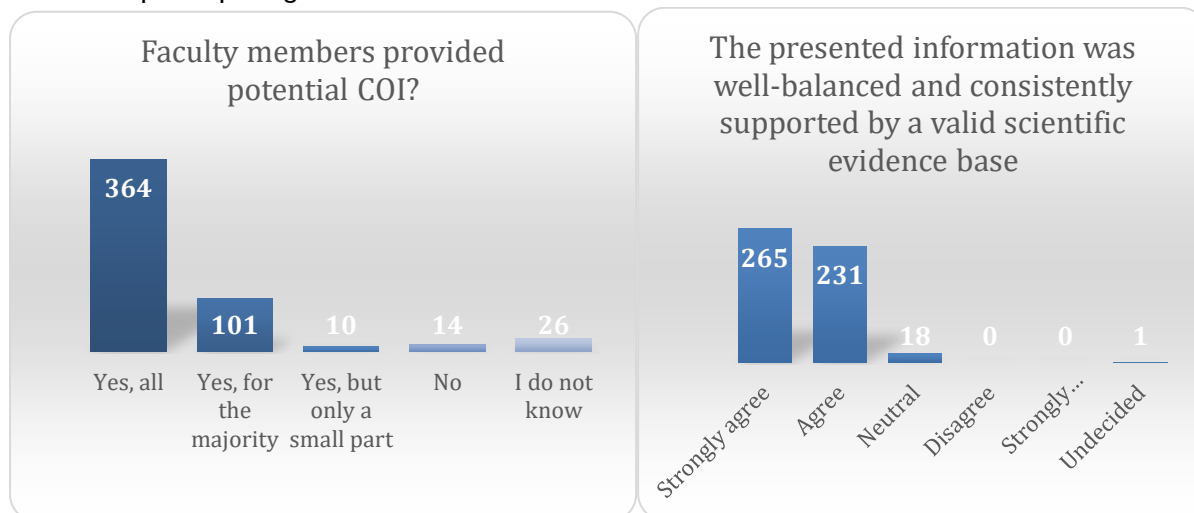
Below are single comments on mixed topics that were raised as suggestions in Q8:

– **More robust screening** of abstracts –

Great basic scoping education. **More of attention to basic skills** ; Great choice of topics for GI,
 I would like to see **even more women on the stages**, also less parallel sessions would be nice
 I would like to have **more multidisciplinary sessions** ; I like the entire organization of the event
 ed **nursing specific sessions** (mostly on Saturday, it would be great have **more of them**)

Commercial bias

90% of respondents reported that COI was declared by all or the majority of faculty members participating in Customer X Conference 2023:

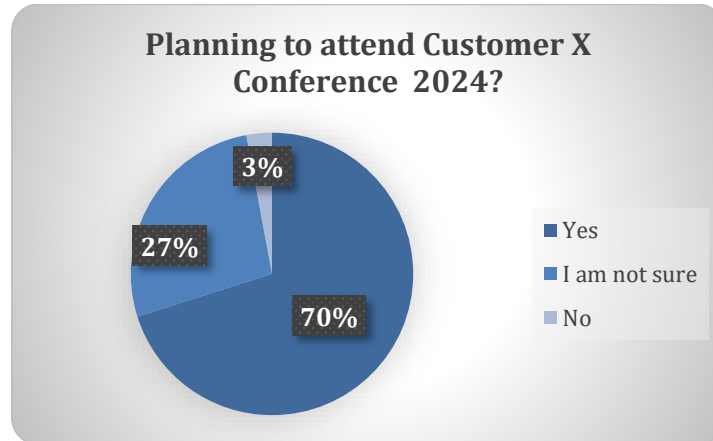


Out of 515 respondents **only 20 (3.9%) provided examples** of biased activities at the event in Q13. The list of responses was short, hence no statistically significant patterns could be identified. However, the highlighted examples in the overview of comments below show that **single use endoscopes, AI** and **the short time for presenting COI page** stood out in some responses:

Clinical explanation for using a single use endoscope at live session.
Endoscopic polypectomy
Free paper sessions
Hassan Cesare stated that for AI he trusted more expert opinion (level 4 evidence!) than randomised trials (level 1 evidence!). How much money does he receive from AI industry to say this?!
In live sessions some presentations were oriented to present some grants
Marial-Aurora
Maybe the session about EUS drainage of pancreatic fluid collections and the comparison between different LAMS.
New approaches to diagnosis and treatment
Olympus endoscopy
On live videos there were patient names on the screen
Presentation on artificial intelligence , plenary
Single use gastroscope, green endoscopy
Single-use endoscopes
Some people whiz through that slide and you don't have time to read it ...! More transparency!
Some showed the disclosures so fast that one is not able to read them and see whether the disclosures are relevant for the therapy that has been chosen
Sometimes the information was shown so fast , that there was no chance to really see if there is a relevant conflict of interest
The session: XXXXXXXXXXXXXXXX - colonic resection
Topics on sedation
Use of single use ambu gastroscope in a live session, seemed rather unnecessary and like plugged promotion
Young presenter obviously without conflict of interest

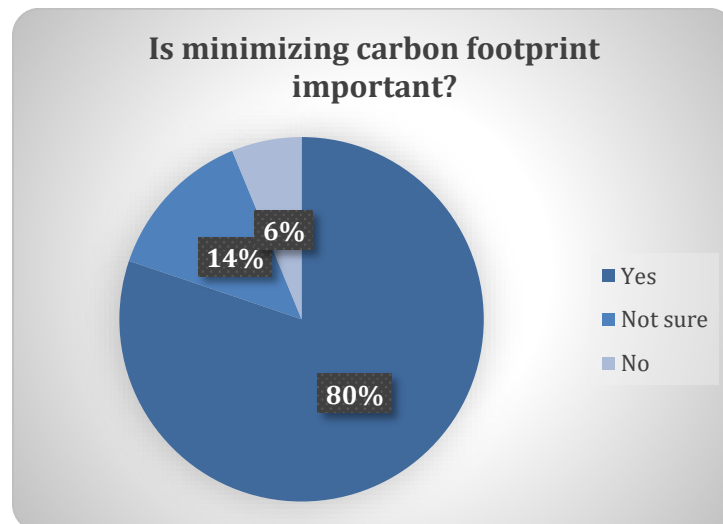
Plans to attend Customer X Conference 2024

Most participants of Customer X Conference 2023 are planning to attend the next year event while **30% are unsure or are not going**. Having considered an overall positive evaluation of Customer X Conference 2023, its high relevance and usefulness for professional practice, the reasons behind doubts to attend may be defined by external factors:



Importance of minimising carbon footprint at Customer X Conference

The majority of attendees (413) value minimizing carbon footprint when attending Customer X Conference:



In addition, **green** and **sustainable endoscopy** frequently came up in attendees' responses around **what they liked most at Customer X Conference** (3 responses) and **new knowledge they will start implementing in their professional practice** (13 responses). Some examples of feedback on the sustainability of Customer X Conference :

y other hosting cities. " ; "Focus on **Green Endoscopy, very good!** There were not I **liked the focus on** a wide type of fields especially the **green endoscopy** ; I liked the good time de **I was thrilled by the effort in reducing CO2 footprint, reduction in physical material stuff,** and **green approach in general,** great organization

Conclusions

The analyses of survey questions around the quality and relevance of Customer X Conference 2023 showed that the event was overall very successful, met attendees' expectations, provided a rich program and outstanding speakers. The respondents also highly evaluated the organisation of Customer X Conference. These findings were confirmed by both numerical results and the textual analyses.

In addition, all the sections were positively evaluated by the attendees with 59% and more attendees naming them very or somewhat beneficial. At the same time, the respondents greatly valued the virtual platform as it gives the opportunity of remote attendance from all over the world and allows them to make the most of the event (e.g., watching the recordings of sessions that they missed, also after the event). Along with high numbers of online attendees, this appears to be an important feature of Customer X Conference. Thanks to this and a focus on reducing carbon footprint, the congress has positioned itself as innovative and sustainable, hence attractive to attendees.

Finally, the answers to the open-ended questions showed very high engagement of Customer X Conference guests and a great interest in improving the event and participating in the future.

Recommendations

Attendance:

- Consider whether 30% non-attendance is acceptable for E-Posters, 'Meet the experts' sessions and PGR course. If an attendance increase is beneficial, it may be worth considering a different scheduling for 2024 (avoid early morning) and organise more promotion of these sections.
- It may be useful to compare the geography of Customer X individual members and see whether the countries with very low attendance have high membership numbers. If so, an additional survey could help explain why members from those countries did not attend Customer X Conference 2023. For instance, Poland is a large country but had only 1 respondent in this dataset.

Organisation

- Size of the rooms was important for the attendees, so it is recommendable to identify lectures with expected high attendance (e.g., popular speakers) and book them into larger rooms for 2024.
- As many participants noted a lack of food and snacks and were generally not satisfied with it, it may be worth considering increasing the amount available and choosing a different menu for next year.
- There was a high demand for Hands-on training in 2023 and many respondents were disappointed not to be able to take part, so it is worth considering what can be done in 2024 to increase the spots for this session.
- Some attendees expressed interest in participating in social events after the conference, so consider organising a city tour or similar, if viable.

Limitations of this analysis

One significant limitation of this analysis is the data were extracted in the manner that did not allow the analyst to establish patterns in responses of certain demographic groups (e.g., it would be interesting to see if there are any points that stand out among female vs. male respondents, practitioners vs. fellows in training, attendees from specific countries). This report could greatly benefit from historical comparison with surveys from previous years; it would be also useful to compare the pool of respondents to the demographics of all registered attendees of Customer X Conference 2024 and the dataset of Customer A individual members.