



SPORT TOURISM CANADA'S STEAM PRO & FEST PRO SERVICES FREQUENTLY ASKED QUESTIONS (FAQS)

Q: How many people need to be surveyed into order to have a decent sample size and suitable amount of data to be analyzed?

A: There is no hard and fast rule. At minimum we need 50 responses to the principal questions related to spending in the survey. Depending on the size and scope of the event (concentrated in one venue in one city or spread across multiple venues in one city or spread across multiple venues in multiple cities) 250 surveys may suffice. For larger events, 1000+ surveys may be the completed survey target #. The ratio of local event attendees to out-of-towners is also a factor. The EI Consultant assigned to the project will provide some guidance on this after learning more about the event.

Q: Are surveyors paid for their work or can we recruit volunteers?

A: Either option will work, however, STC strongly recommends engaging paid surveyors (min. \$20 per hour) because they are much more effective at collecting data. Paid surveyors are more motivated, more experienced (in some cases), faster, and collect better data overall, when compared to volunteer surveyors. The data collected by the surveyors is the most important part of the study and paid surveyors typically do a better job at this.

Q: Does STC provide tablets or devices used to collect the data or do we provide those?

A: STC has an inventory of tablets available to rent, however, any other tablet or smart phone that is compatible with the survey software program may also be used. The software used to conduct surveys is a free app available to download for both iOS and Android operating systems. Surveys are conducted offline and therefore do not require a constant internet or Wi-Fi connection. STC also has self-serve kiosks.

Q: Do you develop the survey questions or do we?

A: STC has a standard list of questions that are required for the determination of the economic impact (EI), however, we do also offer clients the option of customizing certain questions or adding additional questions to the survey for event feedback, sponsor research, etc.

Q: How many surveys can be completed in one hour? How many surveyors would we need to recruit?

A: A good surveyor (who is being paid for the work, using a tablet – not a cell phone, and who has received proper training on survey techniques) should be able to complete 9-10 surveys per hour. Volunteer surveyors are less successful – we see anywhere from 2-8 surveys being completed per hour by volunteer surveyors. The # of surveyors needed is determined based on multiple factors including the size of the event, # of venues, approx. # of spectators, length of the event, the survey target #, weather, and surveyor availability. A typical shift is 4-5 hours so with a paid surveyor you can expect to get 36-40 surveys per shift. A volunteer surveyor would typically end up with fewer.

STC has a service whereby we will recruit, train and schedule surveyors for clients (paid or volunteer). By allowing STC to handle this task, we have more control over making sure the target # of completed surveys is achieved.

Q: Where and when do we survey people?

A: We will review the event schedule and venues to determine the optimal times and locations to schedule surveyors. Surveyors are trained to look for ideal situations (specifically line-ups) throughout the venue, along with rest areas during breaks in the action. We do not survey spectators in the stands when they are engaged in what's happening on the field of play.

Q: How far in advance of our event do we need to confirm our plans to undertake an EIA?

A: STC prefers 4-6 weeks lead time. The further in advance you confirm your intentions to conduct a study with us, the better!

Q: Does STC provide the surveyors and/or onsite staff?

A: We have flexible options for either scenario – client to provide surveyors or STC to provide. We have staff who can be onsite during the event to oversee the collection of data. Pricing on these services is noted in the rate card.

Q: Who trains the surveyors?

A: STC will provide a comprehensive training manual to all clients and a complimentary one-hour telephone training session. However, we highly recommend that clients engage our field supervisor to be onsite to monitor data collection to provide additional training onsite and to ensure that all surveyors are fully prepared for the role. Better trained surveyors collect better data and experience fewer issues in the field!

Q: How soon after our event will we receive our report?

A. The client will be expected to provide some final post-event budgetary data which typically takes up to one month (or more) post-event to be finalized by the event organizers. The quicker the client provides the information the quicker we can produce the report (usually within 4 weeks of receiving all post-event information from the client).

Q: What does the final EI report include?

A: Check out our online [SAMPLE REPORTS](#) to see how the report is structured and what types of information will be included in the final report.

Q: What is the cost of the service?

A: Check out our STEAM PRO OR FEST PRO rate card for information on pricing. To request a quote or submit an expression of interest, please complete this [form](#) and a representative from STC will be in touch to provide a specific quote on your event.

Q: I have both sport and non-sport events and would like to have EI studies on both. Can a STEAM PRO study be done on a music festival, fair or exhibition?

A: STC conducts EI studies on all types of events. The STEAM PRO model is used for sport events, while the FEST PRO model is used for all other types of events. This allows our clients to make a direct comparison between the EI of a car show versus a softball tournament or a music festival versus a marathon. For more information on FEST PRO AND STEAM PRO visit our [website](#).

Q: Is there a price break if I book more than one study at a time?

A: Yes! Ask us about a bundling discount.

Q: Can I share the cost of a study with partners?

A: Yes. One party will need to enter into the service agreement with STC, but the cost of the service fees can be split amongst the various partners involved in staging the event.

Q: Can I do a STEAM projection on a sport event instead of a STEAM PRO study? Isn't it the same thing?

A: No. STEAM is designed to be a pre-event projection offering an estimate on the economic impact of a sport event. No primary data is used to calculate a STEAM result – it is a prediction. A STEAM PRO study uses real data collected in real

time at the event and is the only one of STC's tools that can be used to determine the actual EI of a sport event because actual event attendees have provided their actual spending to us for use in the calculations.

Q. My event has both sport and non-sport elements. Do I need a STEAM PRO study or a FEST PRO?

A. STC's EI consult can use both models to blend the data to ensure the economic impact results factor in all aspects of the event.

Q. What happens if I book an EI study and my event later gets cancelled or postponed?

A. STC will work with clients to re-book the study for the later time, transfer any deposits or interim payments to another project or event or apply fees paid to run a STEAM projection on the loss of economic impact resulting from the cancelled or postponed event.