



ESOF 2022 LEIDEN 13-16 EUROSCIENCE OPEN FORUM JULY

CROSSING BORDERS, ENGAGED SCIENCE, RESILIENT SOCIETIES



European
City of Science
Leiden2022



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ESOF 2022
EUROSCIENCE OPEN FORUM
KATOWICE 15 JULY
REGIONAL SITE
CROSSING BORDERS, ENGAGED SCIENCE, RESILIENT SOCIETIES

Participant survey results – Factsheet

21 October 2022



INTRODUCTION

ABOUT THIS DOCUMENT

- This factsheet report presents findings from EuroScience Open Forum (ESOF) 2022 participant feedback data. The document is intended for ESOF organisers and stakeholders to understand the participant experience, collect input for future editions, and gain insight about event outcomes and impact.

ABOUT THIS RESEARCH

- ESOF 2022 took place between July 13 – 16, 2022. Registrants could choose between an online only event or a onsite/online experience, with attendees joining activities in person in Leiden, the Netherlands, as well as online.
- Participant feedback was collected in July and August 2022 via an online survey. As of 25 August 2022, 197 surveys had been completed; a representative sample of the audience.
- This factsheet highlights key takeaways from the data and themes from the verbatim feedback. Full survey results are available in a separate document. The number of respondents may vary by question. It is only noted ($n = XX$) where there were significantly fewer responses than the overall group of 197 respondents.

Contents

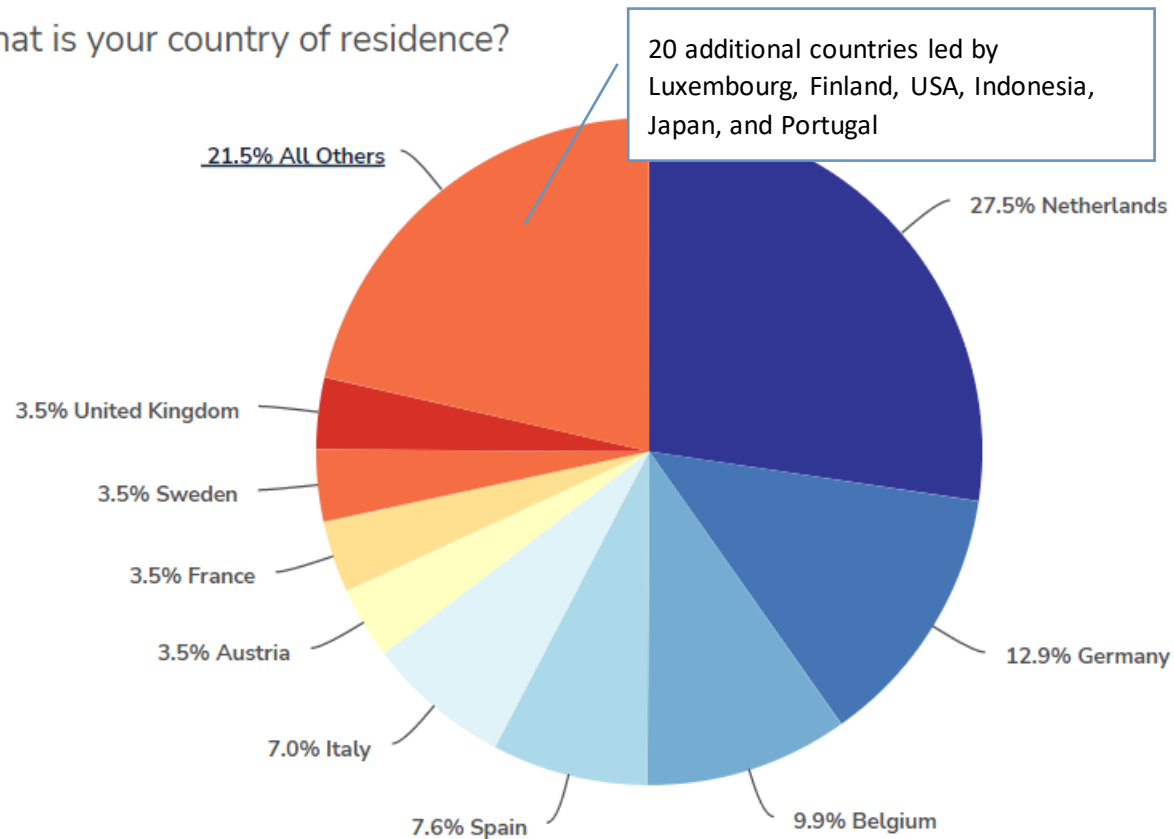
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Audience and attendance

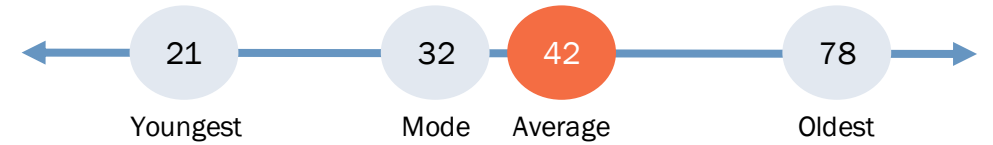
Who attended, and how?

AUDIENCE DEMOGRAPHICS

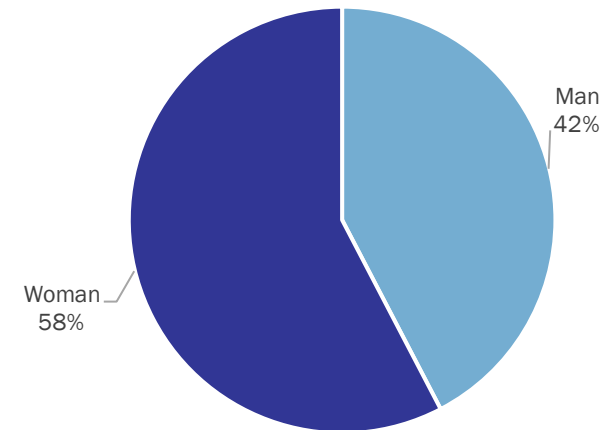
What is your country of residence?



How old are you?

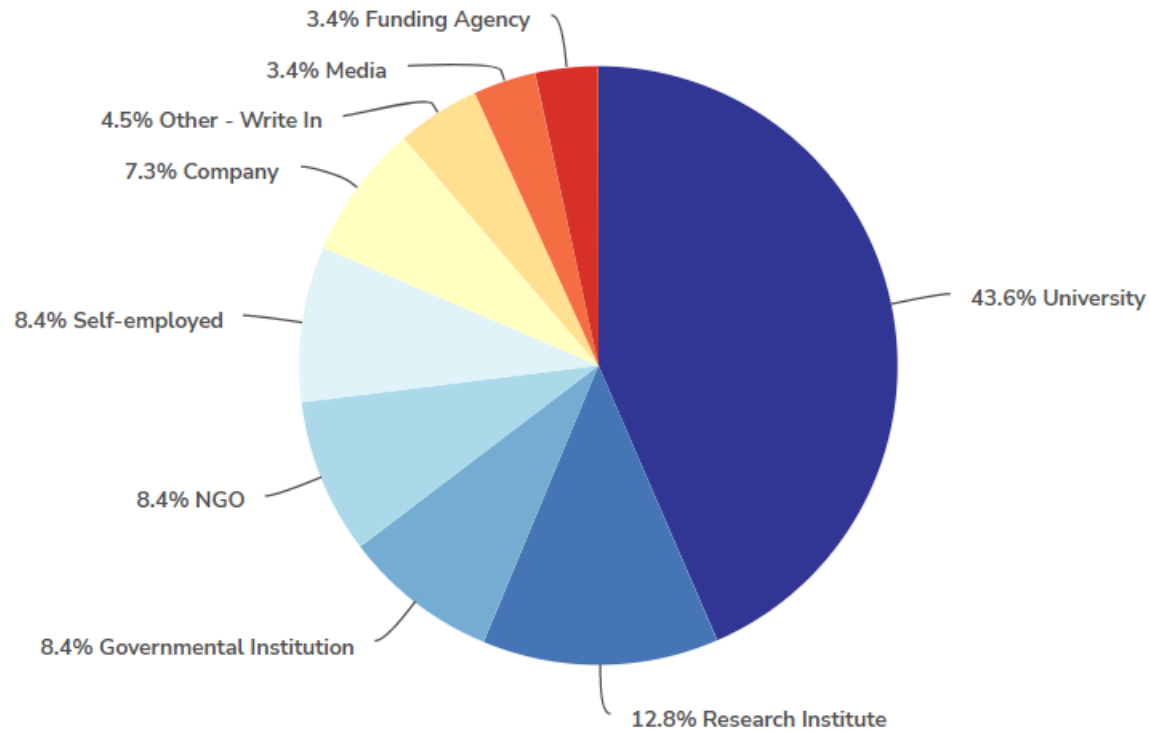


With what gender do you most identify?

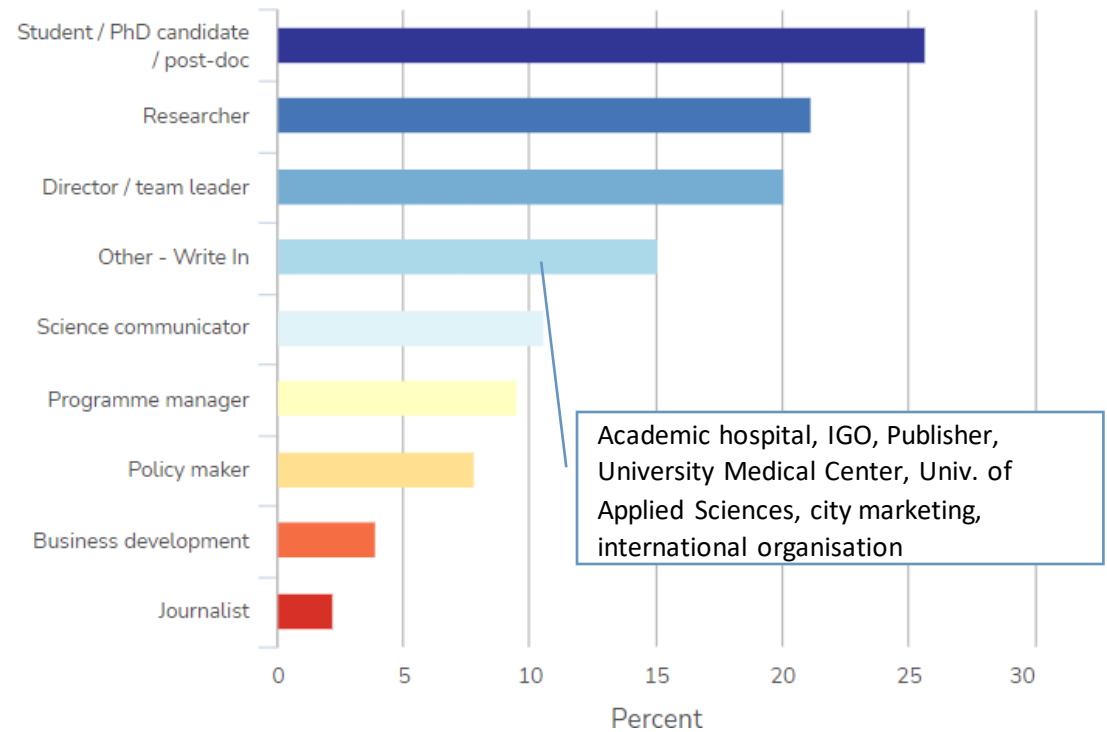


AUDIENCE DEMOGRAPHICS

What best describes your workplace?

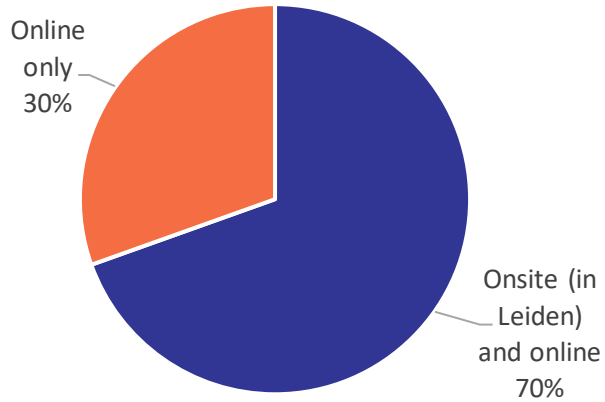


What is your current position?

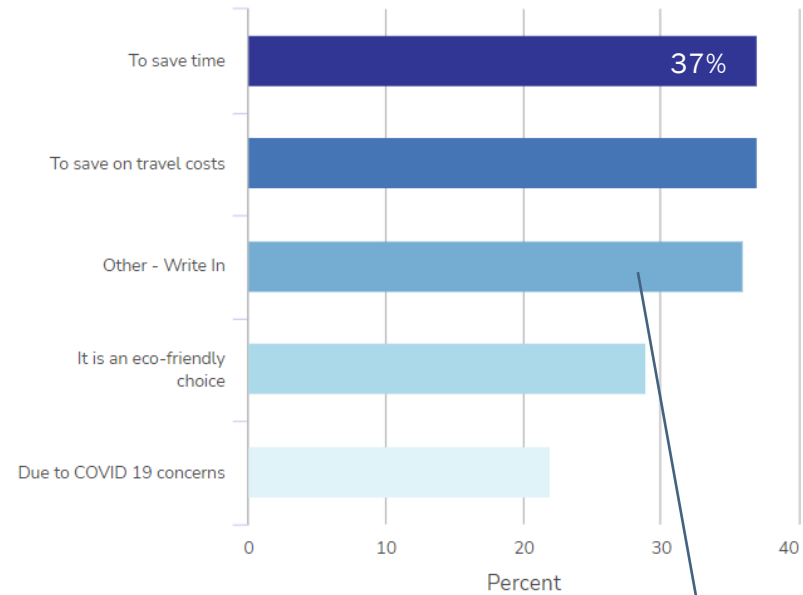


ATTENDANCE TYPE

What type of registration did you have?

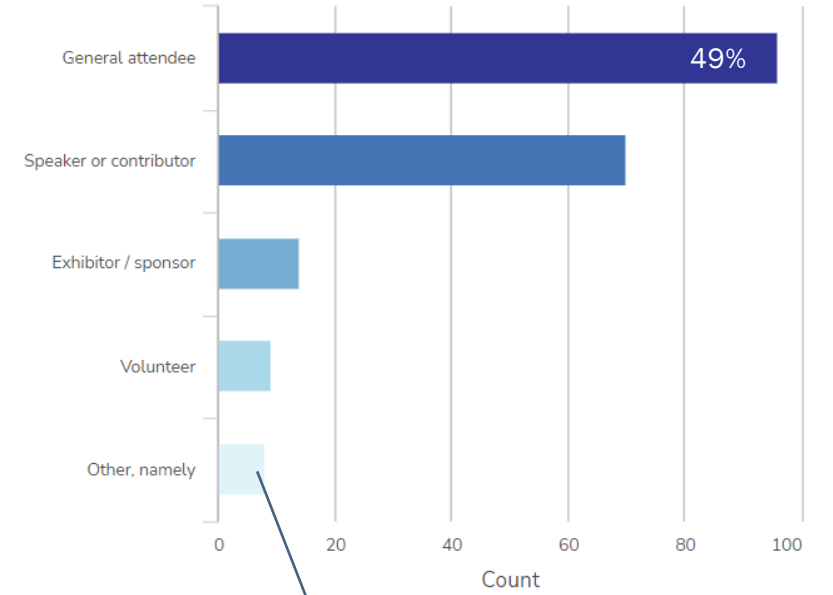


Why did you choose to participate online?



“My session was online only, so why bother?” (17%), Personal reasons (13%), TalentOn Applicant (5%)

What was your primary role during your participation at ESOF?



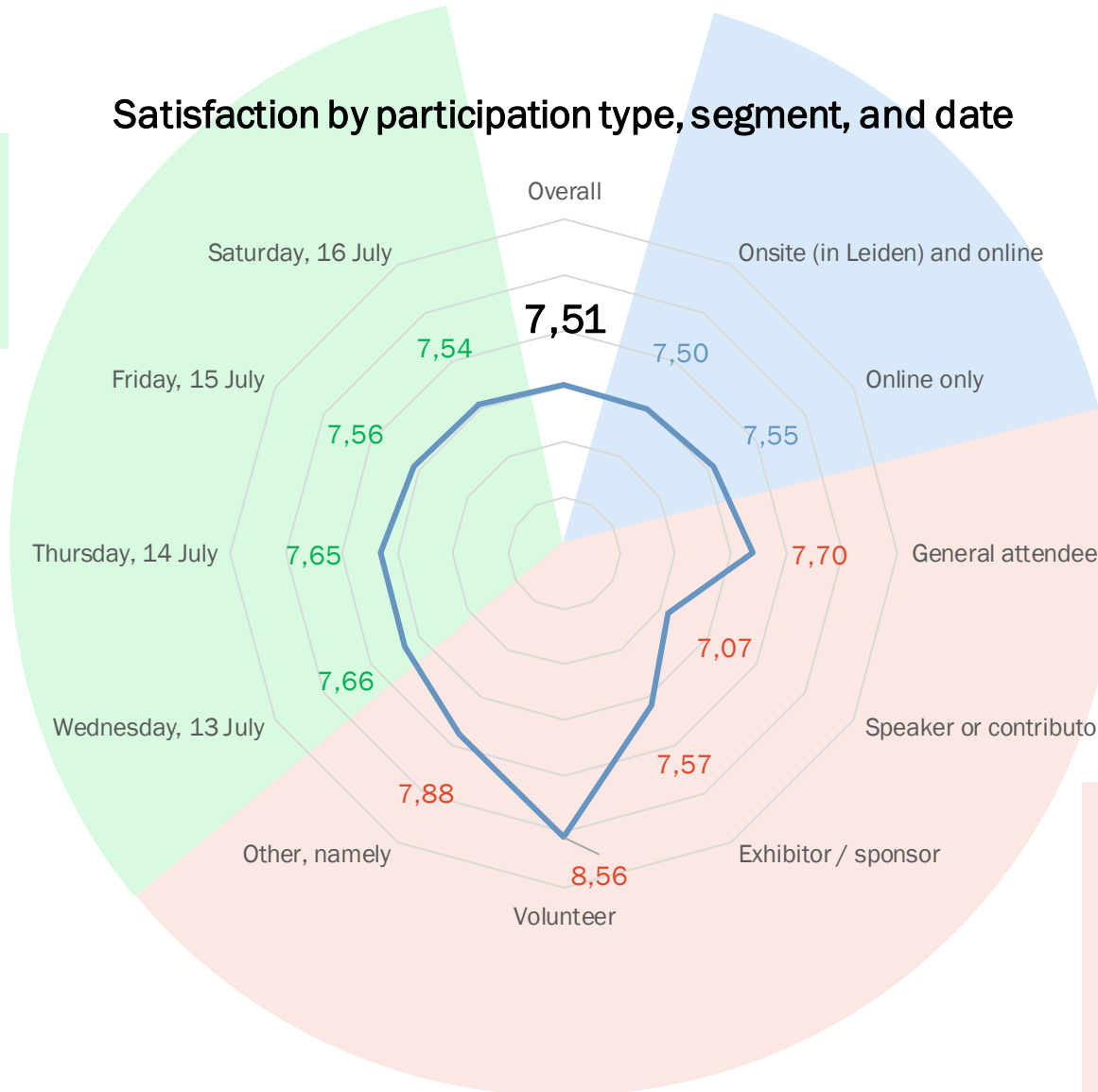
Press (5%), board member, satellite event organiser...

Satisfaction & takeaways

What results and perceptions did participants takeaway from ESOF? What audiences are advocates for ESOF?

SATISFACTION OVERALL WAS 7.5/10

Satisfaction by participation type, segment, and date



By date

The first two days of the event drove slightly higher than average satisfaction though all days hovered near the average

By registration type

Overall satisfaction was nearly equal between online only attendees and hybrid participants

By participant segment

General attendees reported above average satisfaction (7,7) while speakers or contributors reported the lowest satisfaction level (7,07).

Volunteers and "Other" reported very high satisfaction (8,56 and 7,88, respectively); because the n for these respondents was low ($n = <10$) it is not representative.

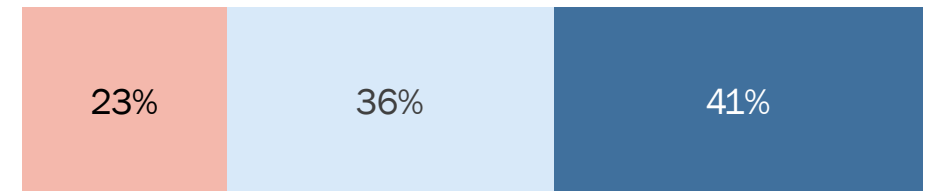
SATISFACTION – NET PROMOTER SCORE

Net Promoter Score (NPS) is a formula based on percentage of customers rating their likelihood to recommend a company, a product, or a service to a friend or colleague. It is often used as an indicator for growth, customer engagement, and loyalty. NPS scoring ranges from a low of -100 to a high of 100. Generally speaking, a result of 30 or above is a quite positive result.

- NPS for ESOF was 18 overall.
- **Speakers were less likely** than the participant average to be ESOF advocates (10 vs 18 overall), while **general attendees were slightly more likely** (22 vs 18 overall).
- Attendees working in a **university were significantly less likely** to be advocates (3 vs 18), while those from **Research Institutes were much more likely** (30 vs 18).
- **Students, PhDs, post-docs are slightly more likely** to be advocates for ESOF (22 vs 18 overall), while those identifying as **researchers and directors were much less likely** than average (3 and 6, respectively, vs 18 overall)

Net Promoter Score
How likely are you to promote ESOF to your network?

18



41% of participants responded with a 9 or 10; these are your “promoters”. 23% of participants responded with a 1 – 6; these are your “detractors.”

VERBATIM: OVERALL EVENT

1. Participants expressed general appreciation for ESOF 2022

Thank you for a lovely ESOF2022.

I loved the 2022 edition to be honest, I only hope I will be able to go on 2024 :)

It has been a fantastic experience in all parts.

2. The online only sessions created frustration for many presenters and in-person attendees

NO PURELY VIRTUAL SESSIONS PLEASE! It was as if there were two separate conferences going on. I found it laughable and a missed opportunity to have virtual sessions with most of the speakers being physically present in Leiden

Online sessions had small audiences and zero impact. They were a waste of presenters' time.

3. Having multiple sites for the event was a dissatisfier

Have all the sessions, posters, networking in just one venue. The use of three different venues in this ESOF dispersed participants.

4. Attendees missed (the right) networking opportunities

more interactive rounds like speed dating of participants or cafe round for science communicators

better networking opportunities, especially full-text searching for attendees descriptions (badges). I would have loved to connect to other science communicators by searching for "science communication" in the descriptions.

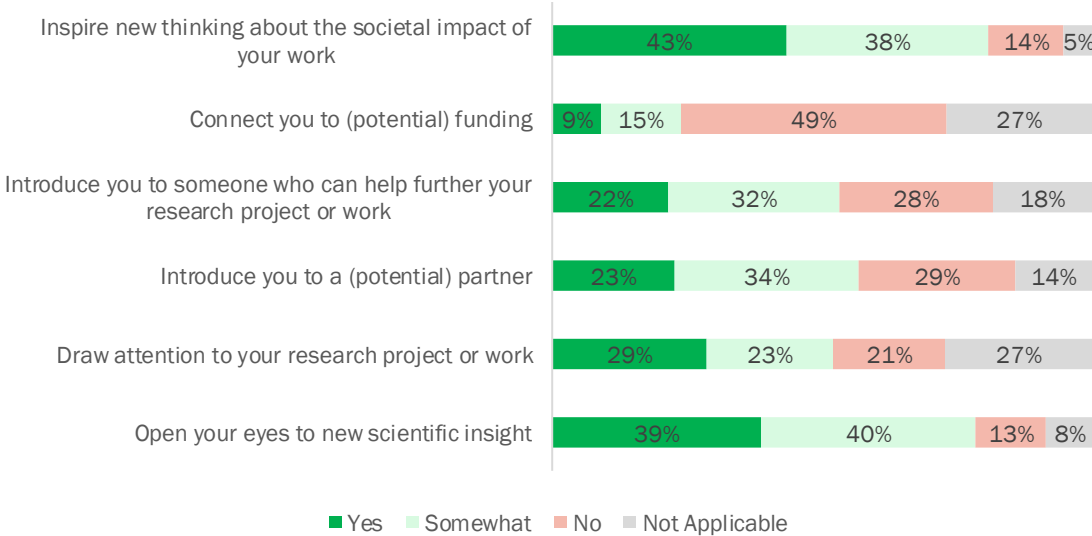
SATISFACTION: ACTIVITIES AND RESULTS

How would you rate the overall content quality with regards to

	Not applicable	Very poor	Poor	Fair	Good	Excellent
Scientific sessions						
Count	16	5	9	29	77	45
Row %	8.8%	2.8%	5.0%	16.0%	42.5%	24.9%
Posters						
Count	68	2	9	34	48	22
Row %	37.2%	1.1%	4.9%	18.6%	26.2%	12.0%
Exhibition						
Count	61	2	8	40	51	19
Row %	33.7%	1.1%	4.4%	22.1%	28.2%	10.5%
Networking						
Count	36	8	15	31	56	36
Row %	19.8%	4.4%	8.2%	17.0%	30.8%	19.8%

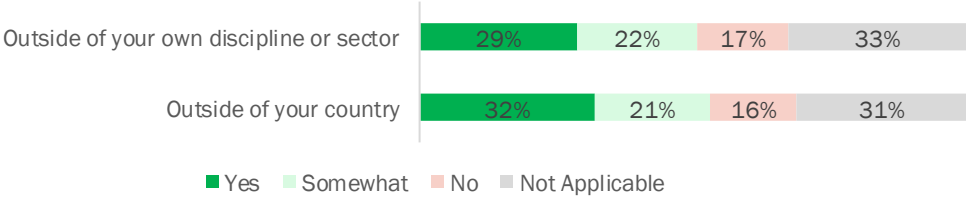
Strengthen scientific projects, networks and insights

Did your attendance...



Strengthen international and interdisciplinary network

Did your attendance at ESOE strengthen your scientific network:



VERBATIM: SCIENTIFIC CONTENT AND DELIVERY

1. Speakers, moderators, and panelists need more information about their audience and help presenting their content engagingly

Too often sessions are led by scientists who have no clue about how to prepare a good session, how to present a session, how to prepare the speakers, what questions to ask, and how to communicate with the public.

2. Interactive elements were appreciated (Slido) but the speakers weren't equipped to use it effectively

The session on contested heritage stood out in two regards. First, the content was outstanding in its relevance. ...Sadly it also stood out for the complete insufficiency of organisation of the panel. The keynote was far too long and laborious, the great panel speakers had to cut short their insightful presentations and there was no room for discussion with the audience..

3. Overlapping sessions caused disappointment

the technical stuff was ok, but you need to put people animating the online participation

The moderators did not really read the questions on the app, so it was disappointing for those who asked questions

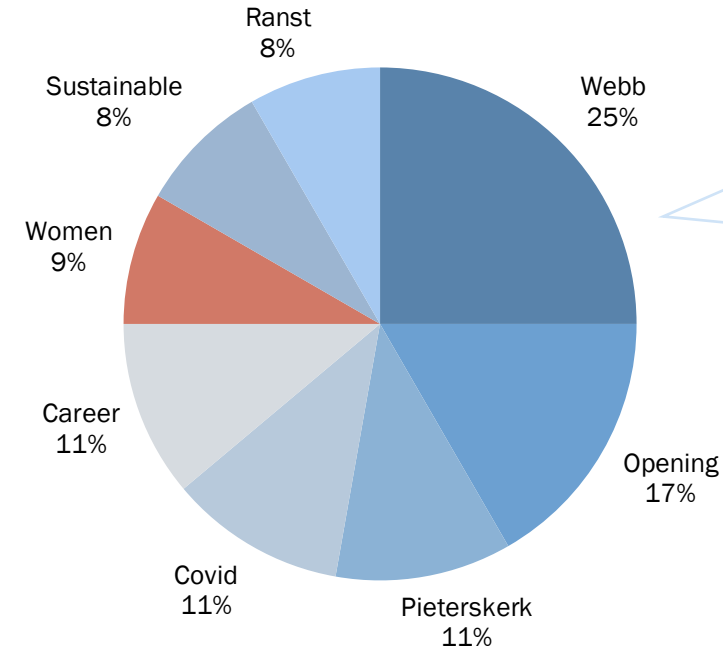
Avoid planning sessions that may interest similar audiences at the same time (happened a lot here, even from same track).

...it was too scattered, which is a shame because of how well all the themes connect. With fewer sessions at the same time, I think people would be able to draw more connections and find more common ground.

VERBATIM: MEMORABLE SESSIONS

1. In addition to the value of content, smart use of interactivity and prepared presenters were main satisfaction influencers

Verbatim feedback: most cited sessions



James Webb Space Telescope talk (not only pictures but chemical compositions)

Quantum Revolution Insightful and understandable presentations Good Q&A session, led by a moderator who clearly knows about communication

Sustainable Forestry and Bioenergy? A Fishbowl Debate The fishbowl style was dynamic

Session on Rights retention strategy due to an interactive element (a quiz)

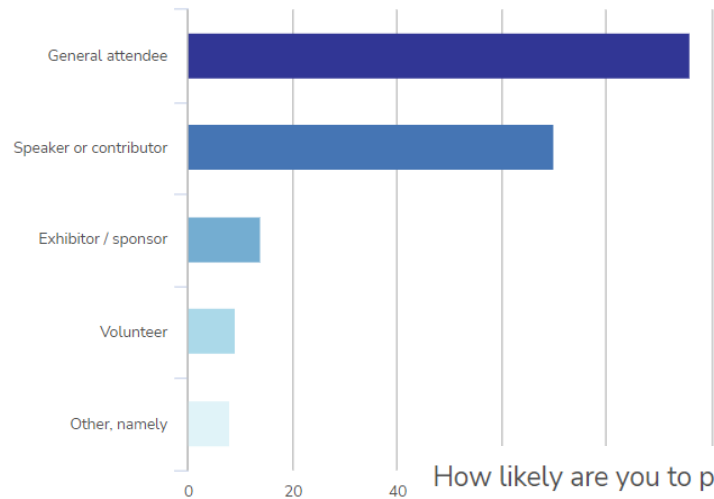
I liked the workshops (especially the one on science communication) because of the interaction. It was nice to know what kind of people were in the audience.

General attendees

How did the largest audience segment and primary ESOF audience of *general attendees* experience the event?

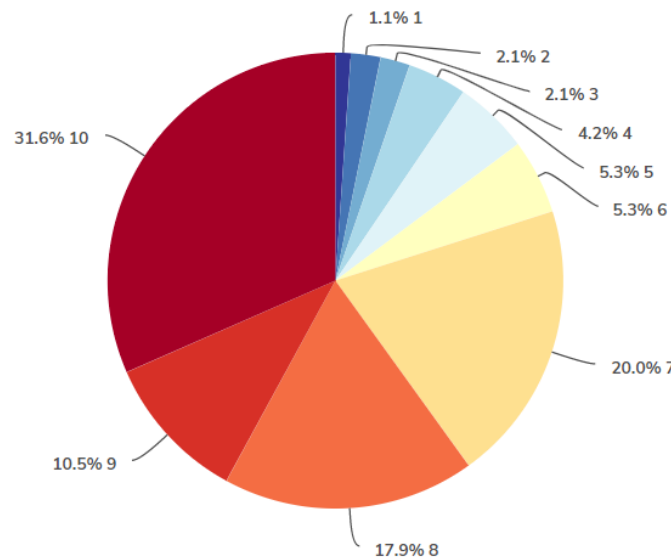
GENERAL ATTENDEES: SATISFACTION

What was your primary role during your participation at ESOF?



- 49% of survey respondents were “general attendees.” In this section we look at satisfaction and takeaways from this group alone.
- 77% of general attendees were also first time attendees.
- Average satisfaction for general attendees was 7,7 / 10.
- Net Promoter Score for general attendees was 22, compared to an average for all audience segments of 18.

How likely are you to promote ESOF to your network?



Net Promoter Score

How likely are you to promote ESOF to your network?

22

42% of participants responded with a 9 or 10; these are your “promoters”. 20% of participants responded with a 1 – 6; these are your “detractors.” The difference is your Net Promoter Score (NPS). NPS can be used as an indicator for growth, customer engagement, and loyalty. NPS scores range from a low of -100 to a high of 100.

GENERAL ATTENDEES: CONTENT

How would you rate the overall content quality with regards to

	Not applicable	Very poor	Poor	Fair	Good	Excellent
Scientific sessions Count Row %	3 3.1%	2 2.1%	4 4.2%	15 15.6%	48 50.0%	24 25.0%
Posters Count Row %	30 31.3%	1 1.0%	4 4.2%	15 15.6%	36 37.5%	10 10.4%
Exhibition Count Row %	27 28.1%	1 1.0%	2 2.1%	20 20.8%	35 36.5%	11 11.5%
Networking Count Row %	17 17.7%	2 2.1%	12 12.5%	19 19.8%	30 31.3%	16 16.7%

- General attendees showed up for the scientific sessions
 - only 3% responded “not applicable” compared to the other offerings such as Posters (31% not applicable), Exhibition (28% not applicable) and networking (18% not applicable)
- General attendees were satisfied with the overall content quality for this (most valued) element of the program: 72% rated the quality of content for scientific sessions as “Good” or “Excellent.”
- The General Attendees who did participate in Posters, Exhibition, or Networking activities shared more mixed reviews; for each, 46% rated the offerings “Good” or “Excellent,” with between 16-21% rating the activities “Fair.”

GENERAL ATTENDEES: TAKEAWAYS

To what extent did your participation:

	Not Applicable	No	Somewhat	Yes
Open your eyes to new scientific insight				
Count	5	7	36	46
Row %	5.3%	7.4%	38.3%	48.9%
Draw attention to your research project or work				
Count	24	21	28	22
Row %	25.3%	22.1%	29.5%	23.2%
Introduce you to a (potential) partner				
Count	13	32	35	13
Row %	14.0%	34.4%	37.6%	14.0%
Introduce you to someone who can help further your research project or work				
Count	15	34	30	15
Row %	16.0%	36.2%	31.9%	16.0%
Connect you to (potential) funding				
Count	19	52	16	6
Row %	20.4%	55.9%	17.2%	6.5%
Inspire new thinking about the societal impact of your work				
Count	1	11	35	49
Row %	1.0%	11.5%	36.5%	51.0%

- General attendees were most confident about their outcomes in the areas of “New scientific insight” and “Thinking about the social impact of your work,” with 87% and 84%, respectively, reporting “Somewhat” or “yes” for those outcomes.
- Indicators around networking were more divided. For example:
 - “Introduce you to a partner” = 34% No
 - “introduce you to someone...” = 36% No
 - “Strengthen your network outside of your country or outside of your discipline” with a fairly even distribution of outcomes

Did your attendance at ESOF strengthen your scientific network:

	Not Applicable	No	Somewhat	Yes
Outside of your country				
Count	17	25	32	22
Row %	17.7%	26.0%	33.3%	22.9%
Outside of your own discipline or sector				
Count	16	21	29	28
Row %	17.0%	22.3%	30.9%	29.8%

GENERAL ATTENDEES: TECHNOLOGY

How would you rate the functionality of the Conference Virtual (online) Platform with regards to

	Not applicable	Very poor	Poor	Fair	Good	Excellent
Overall ease of use Count	21	3	4	13	28	22
Delivery of scientific sessions Count	33	3	2	11	23	20
E-poster presentations Count	56	2	0	8	19	6
Virtual exhibition Count	60	1	1	9	15	5
On-demand cinema Count	56	1	1	8	20	6
Networking area online Count	61	3	5	9	12	3
Attendee list Count	41	2	4	16	20	8
Talk Show Count	50	2	1	9	21	10
Photo Booth Count	56	1	4	7	13	9

- General attendees were positive about the “Overall ease of use” and “delivery of scientific sessions” (their primary activity at the event), with 55% and 47%, respectively, responding with ratings of “Good” and “Excellent.”

	Good	Excellent
Overall ease of use	28 30.8%	22 24.2%
Delivery of scientific sessions	23 25.0%	20 21.7%

- Between 41 (45%) and 61 (66%) of the 96 General attendee respondents did not make use of the virtual platform’s other offerings.

Technology

Experiences with the virtual platform and app

TECHNOLOGY: THE VIRTUAL PLATFORM

(All) How would you rate the functionality of the Conference Virtual (online) Platform with regards to

	Not applicable	Very poor	Poor	Fair	Good	Excellent
E-poster presentations						
Count	114	5	2	14	28	11
Row %	65.5%	2.9%	1.1%	8.0%	16.1%	6.3%
Virtual exhibition						
Count	117	4	2	16	26	9
Row %	67.2%	2.3%	1.1%	9.2%	14.9%	5.2%
On-demand cinema						
Count	120	6	1	10	30	8
Row %	68.6%	3.4%	0.6%	5.7%	17.1%	4.6%
Networking area online						
Count	120	9	9	9	21	6
Row %	69.0%	5.2%	5.2%	5.2%	12.1%	3.4%
Attendee list						
Count	84	7	11	21	37	14
Row %	48.3%	4.0%	6.3%	12.1%	21.3%	8.0%
Talk Show						
Count	102	4	4	12	35	18
Row %	58.3%	2.3%	2.3%	6.9%	20.0%	10.3%
Photo Booth						
Count	121	3	6	9	18	15
Row %	70.3%	1.7%	3.5%	5.2%	10.5%	8.7%

Participants who made use of all the functionality within the online platform were generally positive.

However, the majority of participants did not make use of the offerings. 70% of attendees did not make use of the Photo Booth, online networking (69%), on-demand cinema (69%), virtual exhibition (67%), or e-Poster presentations (66%).

TECHNOLOGY: THE VIRTUAL PLATFORM

Hybrid vs. online only: How would you rate the functionality of the Conference Virtual (online) Platform with regards to

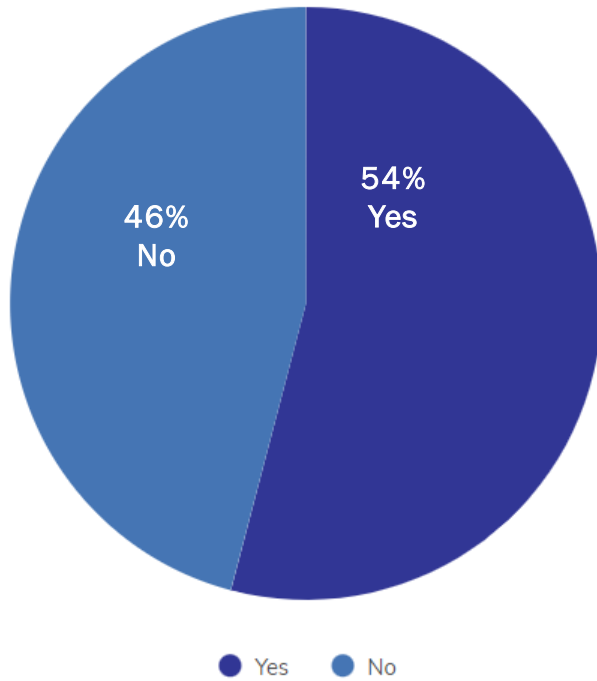
		Not applicable	Very poor	Poor	Fair	Good	Excellent
Hybrid	Overall ease of use						
	Count	44	4	7	22	25	14
	Row %	37.9%	3.4%	6.0%	19.0%	21.6%	12.1%
	Delivery of scientific sessions						
	Count	58	3	3	14	24	14
	Row %	50.0%	2.6%	2.6%	12.1%	20.7%	12.1%
Online only	Overall ease of use						
	Count	1	3	2	13	18	21
	Row %	1.7%	5.2%	3.4%	22.4%	31.0%	36.2%
	Delivery of scientific sessions						
	Count	6	1	3	12	19	19
	Row %	10.0%	1.7%	5.0%	20.0%	31.7%	31.7%

Half of the **hybrid participants** used the virtual platform for scientific sessions

The **online only participants** were more enthusiastic about the platform than the hybrid group (36% excellent ease of use vs. 12% for hybrid participants and 32% excellent delivery vs. 12% for hybrid).

TECHNOLOGY: THE APP

Did you use the ESOF conference app?



What did you think of the conference app's functionality?

	Not applicable	Very poor	Poor	Fair	Good	Excellent
Intuitive to use						
Count	2	3	13	30	29	20
Row %	2.1%	3.1%	13.4%	30.9%	29.9%	20.6%
Programme guide						
Count	2	6	18	21	32	17
Row %	2.1%	6.3%	18.8%	21.9%	33.3%	17.7%
Getting around Leiden / Wayfinding						
Count	35	2	5	16	23	12
Row %	37.6%	2.2%	5.4%	17.2%	24.7%	12.9%
Interactivity during sessions						
Count	24	4	9	24	20	15
Row %	25.0%	4.2%	9.4%	25.0%	20.8%	15.6%

VERBATIM: TECHNOLOGY

1. Along with appreciation, participants expressed frustration with some design choices.

Great, very intuitive design of the online platform!

Very good quality!

I appreciate the effort and sorry to say it, but the access to any sessions is "hidden" (a user have to go through 5-6 different "layer" in order to access)

It was not convenient that in Android apps, when you click on Back, it exits the app.

The virtual platform was totally overburdened with stuff which made it very difficult to navigate. I disliked all the pop-up windows

It was sad that we were kicked out of a session directly when the scheduled time was over. Sometimes, discussions and Q&A sessions were still on-going, and we couldn't follow the final / closing part

And many ideas to consider for the future:

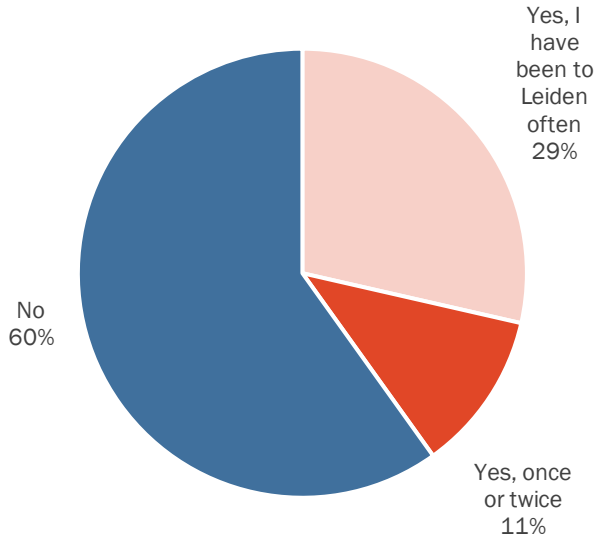
- visibility to the number of virtual attendees in a session ("IT felt like I was communicating in to a void")
- It would've been very handy if I would've been able to transfer my favourites for example into my Google /Apple calendar.
- The conference app was updated frequently...perhaps it could be more obvious if timings have been changed?
- Option to save the workshops and then show your personal day schedule.
- I missed a big fat "HELP" button.

Communications & operations

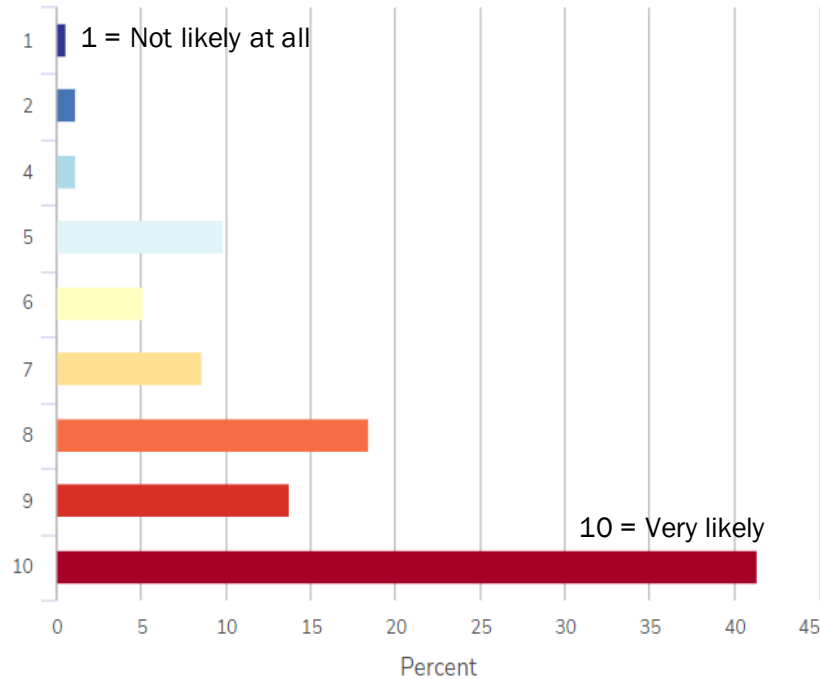
Host city Leiden, ESOF awareness

LEIDEN WAS A NEW AND POSITIVE EXPERIENCE

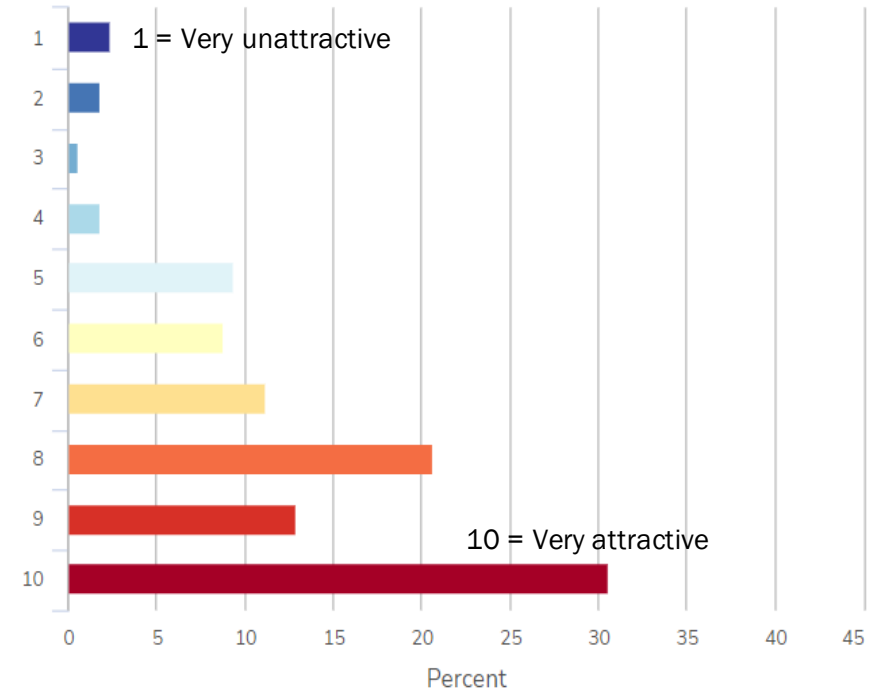
Had you ever visited Leiden before ESOF 2022?



How likely are you to recommend Leiden to your friends, family, or colleagues as a destination?



How attractive do you personally find Leiden for future scientific work or study?

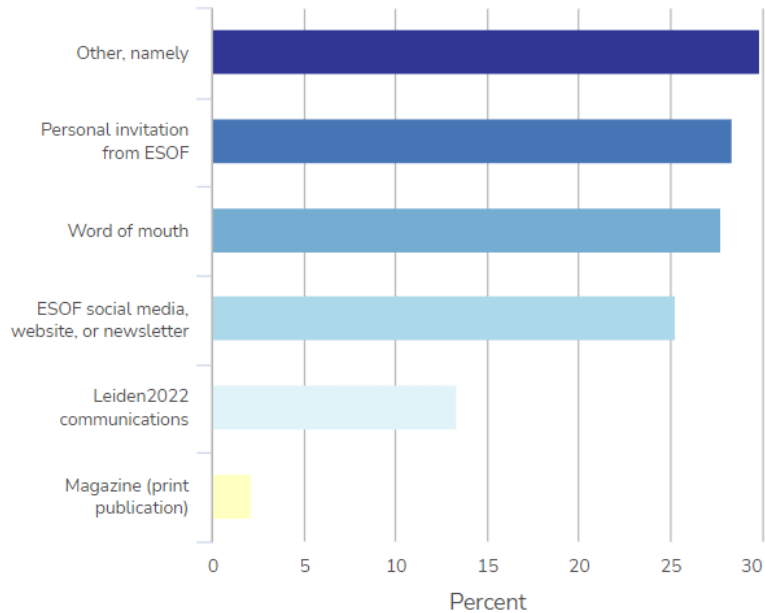


Net Promoter Score
How likely are you to recommend Leiden?

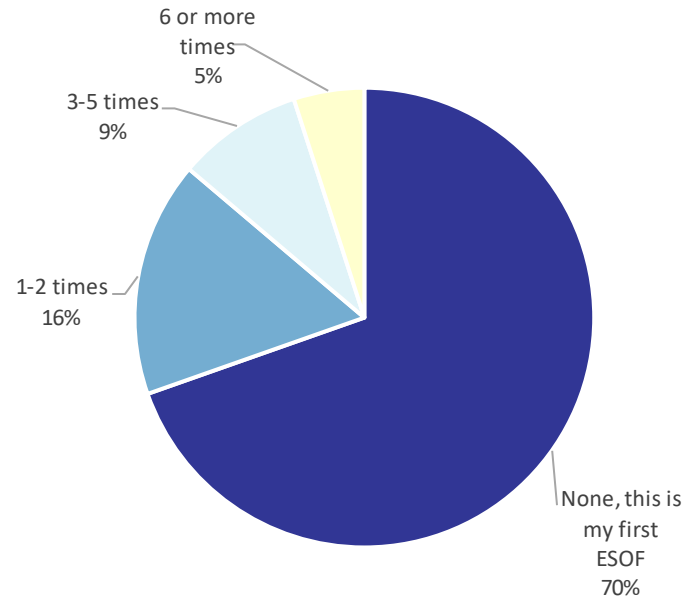
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AWARENESS AND CROSSOVER EVENTS

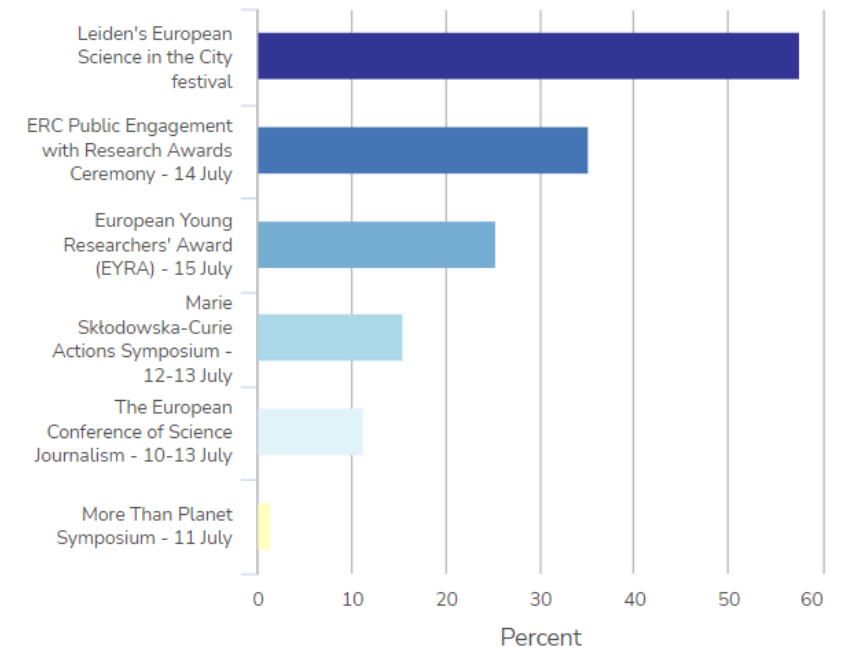
How did you hear about ESOF?



How many ESOF editions had you attended before?



Did you attend any satellite / related events?



VERBATIM: COMMUNICATIONS AND OPERATIONS

1. There was an opportunity to support networking with the food and drink offering

...for stimulating networking would be to offer coffee or tea in certain areas. I went to the conference alone and did not get the feeling people were automatically put together to mingle in between or just before sessions. Also ...people were leaving the main networking ...event on Friday to go out for diner since there wasn't any proper dinner food, only bites (sorry to say). So I would ...ask not to underestimate the social function of food and drink.

2. Missing the online only sessions in the program was dissappointing.

The online sessions should be added to the programme because many onsite participants were still attending those. It would have been easier to have all the sessions in the app.

networking between sessions could be encouraged more usefully by designating free tea/coffee areas during the breaks - this tends to encourage informal mingling

3. Participants expressed disappointment with specific elements of the event organisation

Ensure the program is correctly displayed online and in the app.

Organize all about 1 year in advance, treat professionals professionally.

C I G A R B O X



APPENDICES

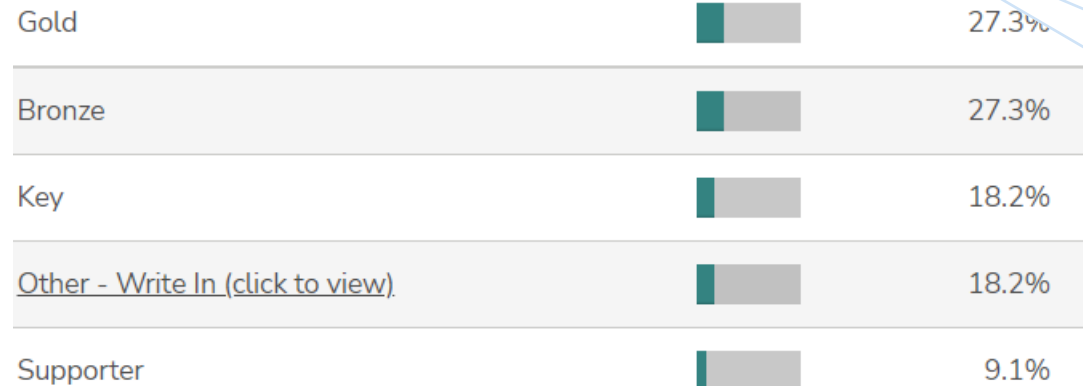
- Exhibitor and sponsor results
- Full survey results (separate document)

SPONSORSHIP (n = 11)

The 11 responses from sponsors and exhibitors are not enough to draw reliable conclusions. See full data responses for all feedback.

Overall satisfaction for sponsors was 6,55 / 10.

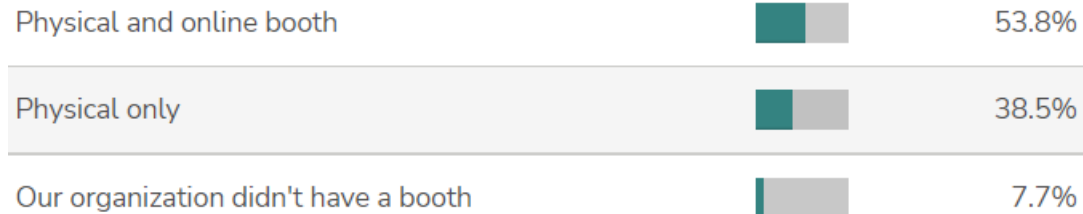
What sponsorship package did you have?



Organize the exhibition and the speeches/sponsored sessions on the same location or divide them equally to have more attendees visiting the exhibition space

the exhibition hall was almost empty- nothing like Toulouse, Manchester or Turin in past years. Attitude of organisers on the ground not too helpful. Either

What type of booth did you have?



The physical booth was more important to us, we wanted to network with the participants onsite. The online booth was part of...our package and we thought it was a useful edition.

VOLUNTEERS ($n = 9$)

The 9 responses from volunteers are not enough to draw reliable conclusions. See full data responses for all feedback.

Average satisfaction of volunteers was 8,36 / 10.

- All but one of the respondents was Dutch.
- All were first-time attendees.
- Four respondents come from a university setting and/or a post-doc, PhD role; three are self-employed.

advertising paper can be available As Small but more content and useful For example, including all the countries where Jansen operates, or if the number of advertising brochures is more, other creative advertising ideas are used.

To be honest it was really well organized, every corner there was a volunteer ready and eager to help. Sometimes it was overkill because the work that I had to do as a volunteer sometimes felt superfluous, simply because there were many signs showing the way but the attendees felt very comfortable having a chat so in any case they felt taken cared of and that's what matters.

Keep it hybride so many people from all over the world, not only Europe, can attend the conference. Keep the food vegetarian and the conference as paperless as much as possible and make also sure the venues are at walking or biking distance from eachother to keep it as sustainable as possible. Also the possibility for society in general to visit, like was possible in Leiden, is something I would recommand for ESOF2024 In Poland.