

HOW TO GATHER THE PERFECT DATA  
**AT YOUR NEXT  
MIXTROZ EVENT**

SPECIAL REPORT

A network diagram consisting of several nodes (small circles) connected by thin white lines, forming a complex web of connections. The nodes are scattered across the lower half of the page, with some lines extending towards the bottom edge.

# HOW TO GATHER THE PERFECT DATA AT YOUR NEXT MIXTROZ EVENT

## SPECIAL REPORT

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## CREATE A UNIQUE EXPERIENCE FOR YOUR EVENT ATTENDEES BY ASKING THE RIGHT QUESTIONS

Using Mixtroz software for one of your “live or virtual” [meetings or events](#) will help you truly realize the power of successful networking and team-building. You will recognize the value of accomplishing your team dynamic goals and gathering data from your meeting or event attendees at the same time.

*Now - it's time to examine the questions you need to consider asking at the top of your Mixtroz event.*

It is true that Mixtroz provides many different types of questions from a drop-down catalog which you can choose. Perhaps you even [prepared your own questions](#), based on a unique initiative you're launching or testing your team's understanding of an important new project in your organization. Either way, you've realized the value of collecting survey data that can aid you in decision-making, helping to reduce your costs, increase efficiencies and/or increase revenues.

Recently, we compiled all of our Mixtroz client data from every event that has ever been conducted, and we sliced and diced the data in multiple ways (in the aggregate of course - we never share your company's information with anyone else!). What we found were invaluable - and sometimes surprising - insights into how different organizations arranged their events, and more importantly, what types of questions on which they polled their attendees just prior to the event or meeting.

So with all that in mind, we're going to offer you a very valuable gift today - the gift of learning from other Mixtroz users *which questions they found the most valuable in their meetings!*

NOW - IT'S TIME TO EXAMINE THE QUESTIONS YOU NEED TO CONSIDER ASKING AT THE TOP OF YOUR MIXTROZ EVENT.

## FIRST, UNDERSTAND THE DIFFERENT TYPES OF CATEGORIES AND QUESTIONS

Our different Mixtroz clients are very unique in size, company composition, and event type. But there are several data points that resonate with us because they are fairly common among all different types of organizations:

- There are specific patterns of questions Mixtroz hosts ask
- There are similar categories of questions Mixtroz hosts gravitated to most, and...
- ...there are universal themes in the most frequently asked questions hosts use

And because Mixtroz serves three primary industries (education, large organizations, and event planners,) some of the categories and questions might not be related to your organization. Still, it's interesting to note the answers anyway, because they all in some way will be relatable to you in terms of getting to the heart of the types of answers you're looking for in your organization.

### WHAT'S IMPORTANT TO KNOW?

*Here are some of the most popular categories of questions Mixtroz hosts use the most:*



**Academic Life**



**Family**



**Favorites**



**Feedback**



**Goals**

THERE ARE SEVERAL DATA POINTS THAT RESONATE WITH US BECAUSE THEY ARE FAIRLY COMMON AMONG ALL DIFFERENT TYPES OF ORGANIZATIONS.





HERE ARE SOME OF THE MOST POPULAR CATEGORIES OF QUESTIONS MIXTROZ HOSTS USE THE MOST: ACADEMIC LIFE, FAMILY, FAVORITES, FEEDBACK AND GOALS.

## LET'S FIND OUT WHAT MAKES YOUR ATTENDEES TICK



### Academic Life

These are the types of questions that are related to school, college, or university life. These tend to be experiential-type questions by design, to better understand a school or work experience - like items related to culture - as opposed to feedback on initiatives or projects.



**A SAMPLE QUESTION MIGHT BE:**

My degree will allow me to: help people, solve problems, sell products, discover cures



### Family

Surprised that Family is the second most popular type of question? We were too! But when you really think about it, this makes perfect sense - our family upbringing is what shapes our values and goals, and our current family situation tells us a lot about the why behind how you work, and who is depending on you back at home. This type of question can set a baseline for HR and the hiring manager on how this person might be best rewarded or motivated in the future.



**A SAMPLE QUESTION MIGHT BE:**

My family is: very loud, big huggers, polite, distant

See more categories on the next page >



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## Favorites

Again, these are experiential-type questions that may query an attendee on their favorite hobbies, activities, vacation spots, or even something as silly and random as favorite type of pizza or favorite type of singer. These types of questions allow you to really get to know an attendee and learn more about what makes them tick. This data is especially valuable for new employee onboarding and orientation.



### A SAMPLE QUESTION MIGHT BE:

In my free time, I: enjoy the outdoors, enjoy sleeping, see family/friends, watch TV, work



## Feedback

These are meaty questions, designed to get reactions from employees or event attendees on different initiatives you might have going on, or even different types of events attendees would like to see in the future



### A SAMPLE QUESTION MIGHT BE:

Our "whatever it takes" initiative is: too lofty, sounds great, doesn't make sense, been done before



## Goals

These types of questions can be filed under the header "What Drives Me Forward." These are related to future plans, ambitions or objectives and will again give hiring managers and HR personnel insight into helping different employees achieve their career goals and nurturing them through the steps to getting there.



### A SAMPLE QUESTION MIGHT BE:

My top priority is: being happy, being successful, family/friends, helping others, other.

## ADVICE ON CREATING YOUR PERFECT MIX OF QUESTIONS FOR YOUR MIXTROZ EVENT

So in designing your perfect mix of Mixtroz questions, you will want to consider who you're serving for your event. Is it a business meeting full of computer programmers? Or perhaps the leading CEOs in your city, gathering to discuss economic growth? Obviously these two groups of meeting attendees are going to have fundamentally different reasons for attending your event, and will provide fundamentally different types of answers.

That said, there are some success factors that are common among just about all people, and using the right psychology behind your questions will tap into those universal truths we all think about. *For example:*

**A** Don't be afraid to ask personal questions. Personal questions will add so much value into your mix of questions. Questions like "As a drink, I'd be?" or "Superpower I'd like" can tell you a lot about an individual's personality, such as whether or not they're an introvert or an extrovert, whether they like to take risks or are conservative by nature, or even whether they have a great sense of humor or are more serious. Understanding these types of personalities will help you and the Mixtroz algorithm greatly when you get ready to put people into networking and brainstorming groups.

**B** Take your geography into consideration. For example, according to our research, family life and personal questions were most heavily weighted in the South, where goal-related questions were most heavily weighted in the West. There are cultural differences in each region of the country, so be thinking through which questions best apply to your groupings at your next event.

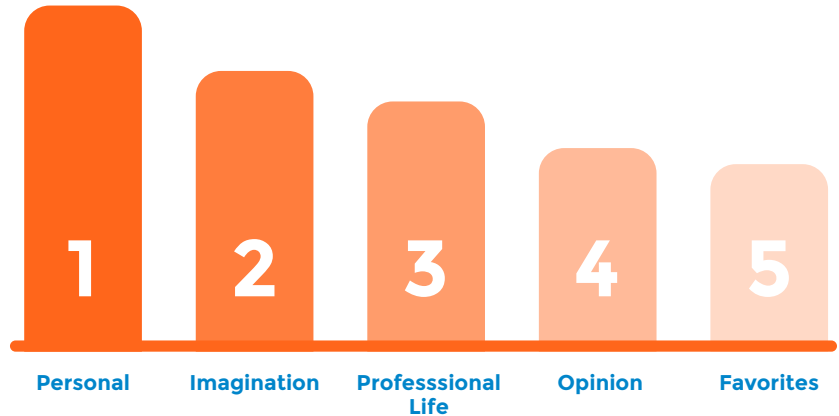
THERE ARE SOME SUCCESS FACTORS THAT ARE COMMON AMONG JUST ABOUT ALL PEOPLE.

See more on the next page >



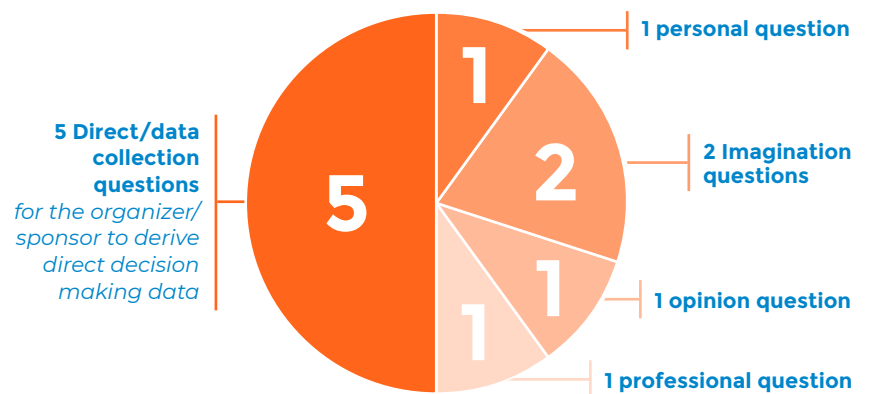
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TRUTHS WE ALL THINK ABOUT.

**C** There are certain categories of questions that have been the most popular with all of our past Mixtroz events. *The top five are:*



### TAKE A LOOK AT THIS MIX OF QUESTIONS

*These were the perfect “mix” of 10 questions to allow the Mixtroz software to pair your event attendees into the perfect groups.*



How you weight these questions is strictly up to you and the type of event you’re holding.




## GATHER THE PERFECT DATA AT YOUR MIXTROZ EVENT

Hopefully you've learned more about the value of highly-targeted questions for your unique mix of event or meeting attendees. Just paying attention to some of the more popular categories of questions, thinking through geography and cultural differences, and helping attendees out of their comfort zone will ensure you gather the best data possible - and the best break-out groupings at your meeting or event.

Connect your event attendees with their people. Create meaningful engagement discussion points. And allow Mixtroz to find their group in an automated way.

***WANT TO LEARN MORE ABOUT THE MIXTROZ MEETING MANAGEMENT PLATFORM AND HOW YOUR DATA GATHERING CAPABILITIES CAN MAKE A PROFOUND IMPACT ON YOUR ORGANIZATION?***

Visit Mixtroz at [www.mixtroz.com](http://www.mixtroz.com), or contact us [here](#).



CONNECT YOUR EVENT ATTENDEES WITH THEIR PEOPLE. CREATE MEANINGFUL ENGAGEMENT DISCUSSION POINTS. AND ALLOW MIXTROZ TO FIND THEIR GROUP IN AN AUTOMATED WAY.



# ABOUT MIXTROZ

Mixtroz is a meeting and event planning platform that engages and improves meetings and events for attendees while collecting data for meeting organizers. Attendees download the Mixtroz app and complete a virtual name tag and survey customized by the organizer. At a predetermined time, the app simultaneously matches attendees and guides them to an intelligently automated match of people for a curated group connection experience in real-time! At the completion of the session, the organizer gains the visualized survey data collected from the interactions which can be used to drive future revenue-generating or cost-cutting measures all throughout your organization. Mixtroz can be up and running at your meeting event in 30 minutes or less.

So, to get started working less and innovating more,  
visit Mixtroz at [www.mixtroz.com](http://www.mixtroz.com).



THE ONLY WAY TO INCREASE ENGAGEMENT  
& COLLECT DATA IN REAL-TIME

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