

EXTERNAL FEEDBACK

EFA 2021

A detailed report is available on request



In Total:



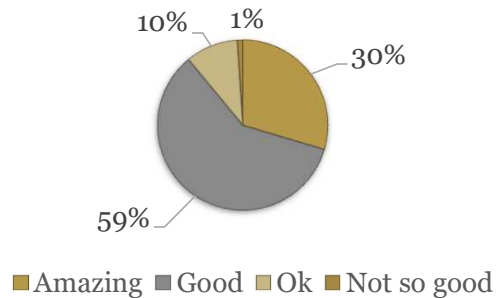
- **490 participants** replied
- Most of them are between **20-35 years old** (<60%)
- The **Net Promoter Score** Rating is 36 from a scale from -100 to 100.
- The **experience of the purpose** of Alpbach should be further focuses on in 2022.



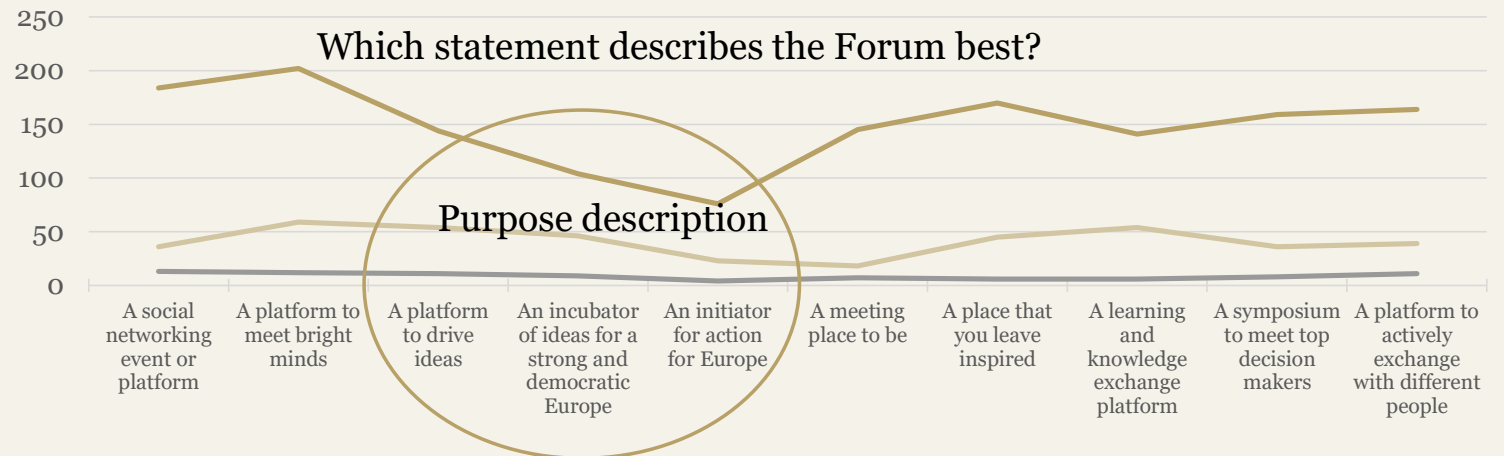
Survey Results

One-page-summary

Quality of speaker



Onsite & Online Onsite Online



Mentioned mainly:

- Climate Change
- Finance & Markets
- Future of Europe
- Covid
- Sustainability

"Technology"

" Climate, Diversity, Financial Markets "

"Cohesion, Climate Change"

"Future of the EU "

"Climate & Security"

"Intra- and post-pandemic transformation "

"Covid Crisis, Economy Transformation"

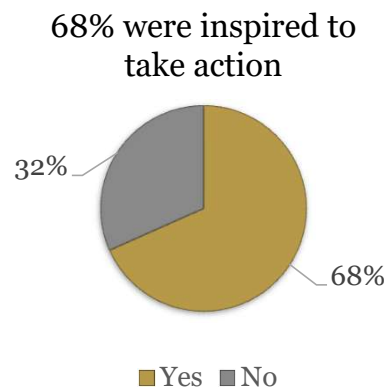
"Sustainability "

"Climate Change, Digitalisation, Capital Markets & Crypto, Geopolitics"

Which theme(s)
were central at
this year's
Forum?

Most replies mentioned
the **3 Tracks**

How has the Forum inspired you to take action?



Mentioned mainly:

- Fight for Climate Change
- Future of Europe
- Political involvement
- Get active (private & business relations)
- Become a digital native
- Engage in financial markets

"Stand up and speak up!"

" Engagement in the financial market "

"To do more of Digitalization, Ki ..Networking"

"Get more politically involved"

"Act for climate change. Speak up for Europe "

"Make green tech startup idea a reality "

"In my role as senior advisor I will take the effect of new technologies on our environment more into account"

"I would like now to contribute more to a sustainable future and to an inclusive Europe."

"I want to be more invested infighting against climate change"



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What is good and should be kept or even extended?

- The „**Spirit of Alpbach**“ is still alive with all important changes and shows continuity.
- Alpbach could be the missing „**European Dialog Forum**“.
- An **informal and casual way of interacting** with top-level decision makers is only possible in Alpbach.
- Interdisciplinary, humanistic dialogs about the future of Europe across generations and disciplines every one can learn from is the **unique selling proposition** and part of **Alpbach's identity!**
- **Alpbach Circle** was one of the highlights and could be utilized more!
- The **lower participants level** of this year was positive and expressed Alpbach's value.
- The **3 Track strategy** was well perceived and could lead to even more consistency.
- The **Seminar Week** is an integral part of the Forum.
- Alpbach needs to be about content though **networking** is very important for all stakeholders and should be of high quality in inclusivity and diversity.



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What led to frustration?

- **Online Program presentation** was poor. People wished to see who is speaking on panels rather than the title of the session. No need for a printed program but nice to have a printable version or other low-key applications (APP).
- The **short-term planning horizon** and **program changes** made it difficult to bring the best minds into retreats and partner events. This year it's excusable, next year it has to work.
- **Hotel booking restrictions** for participant who joined more than one symposium need to become more flexible.
- Improve the **registration process**.
- **Side events** need to be included in the main event more consistently. **Exclusivity** and „invite-only“ program content led to frustration.
- The Sessions need be **more interactive**, and participants **more served** e.g., in sharing presentation, records, visual protocols, or sketch notes, ...
- There should be **more controversy** on the panels. **Moderator** need to be more critical and well up in the topics to activate panelists with the right questions.
- Speaker with **low level of English** should not be allowed to present in German with subtitles.
- **Covid measures** were not pleasant but well managed.



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What could be done in
terms of **strategy**?

- The **Purpose** needs to be the center of the event for everyone.
- Keep the **3 Track Strategy**, maintain **consistency** throughout the entire events including partner sessions, dinners ... all of which should become program and eliminate the symposia.
- Reach out to neighbors and **Europe** in a larger extend to allocate speakers and participants. Build target segment and start with **neighboring regions**.
- Rethink your **partner management** and partners package **offer**. Strive for less partner but stronger partnerships e.g. The Erste Group partnership was perceived very well.
- Integrate long-term partners into your long-/mid-term **strategy co-creation** of future forums.
- What can the Forum proactively do to **manage the networking demand** and activities?
- Think about **re-dimensioning** the event and to „re-engineer“ **TEC**.
- What will be the **mission and role** of different boards and **committees**?
- Next year needs a **BIG BANG!**