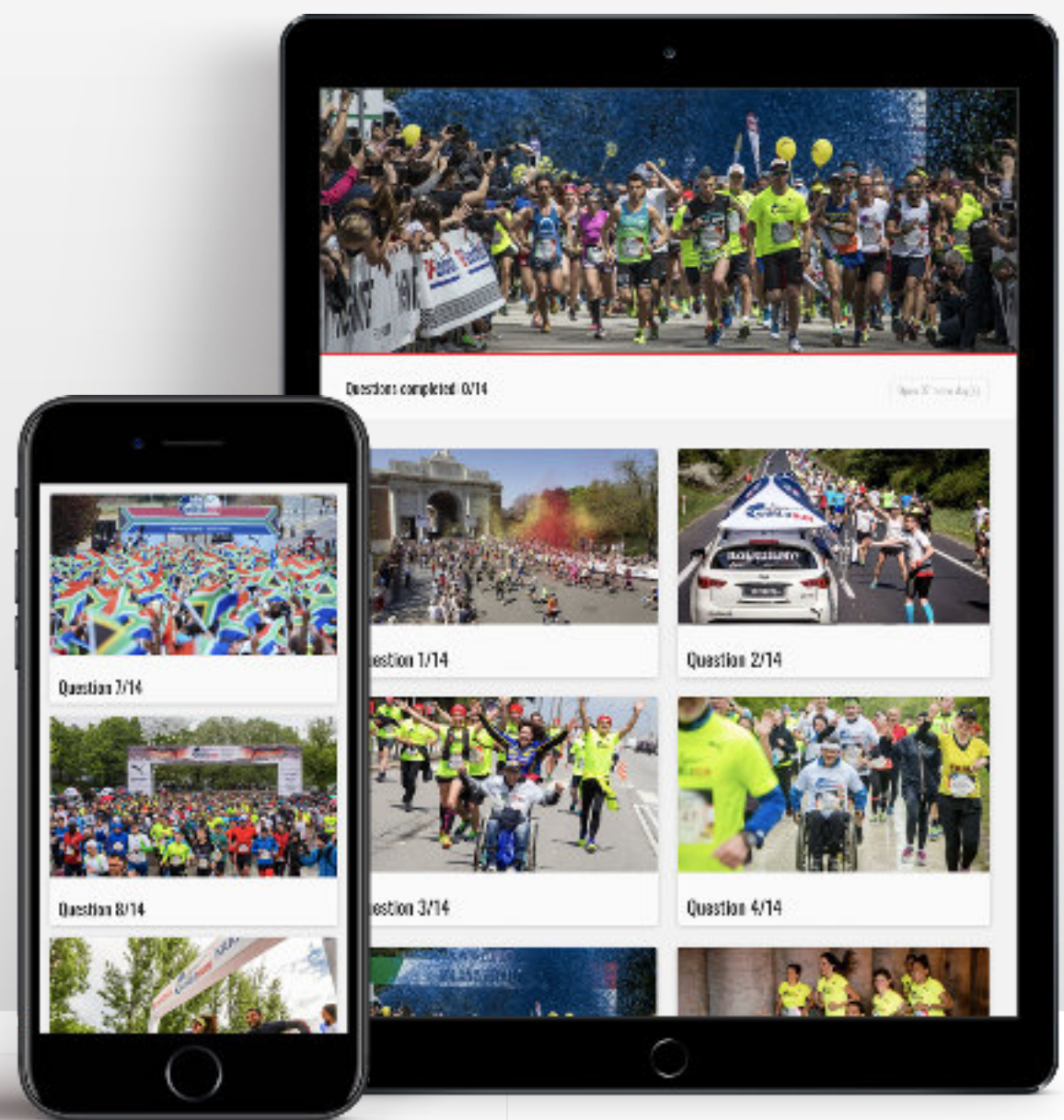


# Best Case



## Initial situation

**Run for those who can't** - keeping with this motto the running competition Wings for Life World Run is held annually to collect funds for the treatment of spinal cord injuries. For the Wings for Life World Run 2017 the organizers were looking for an innovative possibility to survey all participants that were located in 24 different countries.

The solution that eventbaxx implemented was to realize it's digital goodie bag in form of a **web-based questionnaire**. In that way the survey could easily be distributed to all participants and evaluated in real time. Participants experienced the questions in an appealing way and had the possibility to win a prize while Wings for Life World Run profited from important insights to steadily improve the running series.

## Conduction

To create the questionnaire the core product of eventbaxx was adapted to the needs of Wings for Life World Run. Multiple questions could be asked successively, so that the organizers were able to quickly collect the runner's opinion on the most relevant topics. Followed by spreading the eventbaxx to all participants a majority of 97,4 % of all runners completed the survey. With a bounce rate of just 2.52% the questionnaire was a complete success. Moreover, Wings for Life World Run and eventbaxx could save the environment by renouncing on classic paper questionnaires and thereby save 250.5 kg of CO2 and 47,289 sheets of paper throughout the running series.

## Outlook

Based on the success of the survey, Wings for Life World Run and eventbaxx agreed to expand the partnership onto 2018! Besides sticking to using the questionnaire after the event, the digital starter pack eventbaxx will be used in form of an in-app integration to offer partners and participants a new platform. While sponsors are able to present their offers in a digital way within the Wings for Life World Run App, runners can profit from the exclusive offers, discounts and raffles that await them.

**Wings for Life World Run and eventbaxx — a strong partnership to be continued in 2018!**

## Result

**Finishing rate of > 95%**

FINISHED SURVEYS 97.48%



**Great survey results**

SURVEY RESULTS

**97,48 %**  
Out of 24 different countries

**Sustainable**

**250.5** kg CO2 saved

**47,289** sheets of paper saved