**Multiple Choice Questions**

**9 Touchpoints**

Questions 1

In which part of the EVENTS model are the touchpoints used?

A The Plan part.

B The Do part.

C The Check part.

D The Act part.

Question 2

Which of the following statements is NOT true?

A Touchpoints are moments at which a visitor or customer comes into contact with a company.

B Touchpoints are all moments of communication at which a visitor or customer comes into contact with a company.

C Touchpoints affect the perception of, satisfaction with and loyalty to an organization.

D Touchpoints can be used before, during and after an event.

Question 3

A company has built a website for its staff party where staff members can indicate which music they would like to be played at the party.

Statement: Playing the most frequently chosen songs during a staff party is an example of:

A Staged experience.

B Customer experience.

C Co-creation.

D Value fit.

Question 4

Put the touchpoint model for events, from an organization’s perspective, in the right order (start in the middle of the circle): 1 = pillars, 2 = organization, 3 = values, 4 = pre-, direct- and post-exposure, 5 = touchpoints, 6 = back office.

A 2, 4, 1, 3, 5, 6.

B 2, 3, 4, 6, 1, 5.

C 3, 2, 4, 6, 1, 5.

D 2, 4, 3, 6, 1, 5.

Question 5

Magical moments are moments that:

A Are important to the customer and not to the organization.

B Are important to the organization and not to the customer.

C Are important to both the organization and the customer.

D Are not important to the organization nor to the customer.

Question 6

What does the pleasure-pain gap indicate?

A The event must always end positively.

B Heterogeneity in the experience is important.

C The total experience must contain negative experiences.

D The experience must not fall below a threshold: there must be no really negative experiences.

Question 7

What does the Guest Experience Model show?

A How touchpoints can be used within the pillars of people, setting and process.

B That touchpoints lay the foundation for the experience.

C That the setting is determined by the visitors.

D That processes only have to do with the setting.

Question 8

What is the most important reason to use touchpoints?

A Stimulating sense.

B Evoking emotions.

C Ensuring an optimal visitor experience.

D Ensuring satisfaction.