

## From Satisfaction Survey to Cognitive Diagnostic: NeuroEvents Introduces a New Methodology for Corporate Event Evaluation

*A SaaS platform applies cognitive science principles to survey design, field observation, and post-event analysis, producing structured diagnostic reports rather than satisfaction scores.*

**May 2026.** For the past four decades, the measurement of corporate event success has relied almost exclusively on one instrument: the post-event satisfaction survey. The industry is well aware of its limitations — in-the-moment emotion, recency bias, low response rates — but an accessible methodological alternative has not been available.

**NeuroEvents** ([neuroevents.app](https://neuroevents.app)) addresses that gap. It is a SaaS platform for corporate event evaluation that combines a pre-event diagnostic, structured field observation during the event, and two post-event questionnaires designed around cognitive science principles (cognitive load, sustained attention, arousal, and memory integration). The platform cross-references the data collected across phases and generates a structured report: the **NeuroEvents Diagnostic Index (IDN)**, an index that identifies which components of the event worked and which generated cognitive friction.

Unlike satisfaction scores, the IDN does not ask attendees whether they enjoyed the event. It evaluates four dimensions of cognitive performance linked to retention and impact: sustained attention, cognitive load, arousal, and information integration. Each is grounded in established cognitive psychology literature.

The platform is designed for use by event organizers, MICE agencies, and corporate marketing teams with no prior neuroscience training. The workflow is guided: the organizer uploads the agenda, completes the pre-event diagnostic, and receives a report at the end of each cycle.

NeuroEvents applies neuroscience principles to the design of its measurement instruments. It does not use biosensors, electroencephalography, or any biological measurement hardware. The platform is entirely digital and browser-based.

More information about the platform is available at **neuroevents.app**. New accounts are created directly at **hub.neuroevents.app** and receive their first event evaluation at no cost during this launch phase. Subsequent evaluations are available on a pay-per-event or annual subscription basis.

## **MEDIA INQUIRIES**

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