

Engaging your community

A guide to collecting valuable feedback



Introduction



Events that engage your local community are ideal opportunities to gather feedback on your social, cultural and economic impact. Collecting meaningful data from attendees, stakeholders and participants will help you be a listening organisation and grow your event and impact.

This short guide will take you through the basis of evaluating community events and how best to collect data.

- Getting started
- Distribution methods
- Sample sizes
- Resources
- Evaluation Planning Template

Getting Started



To capture comprehensive and meaningful feedback, first think about your audience size and composition.

AUDIENCE DEMOGRAPHICS

It's important to think who is likely to attend your event. Events attracting people of particular ages or identities can require different data collection strategies.

For example:

- Seniors may prefer interviewers to help record their feedback, or the provision of paper surveys.
- For young audiences, certain age groups will need parental permission. Surveys can be shortened or include emojis to appeal to this demographic.
- For audiences where English is a second language, consider providing surveys with language translations.

SURVEY INCENTIVES

Adding an incentive can be an easy way to encourage responses. Incentives are typically a prize that respondents go in a draw to win, and don't have to be expensive. Tickets to future events or gift vouchers work well. Ensure that email addresses provided are only used for competition purposes (unless respondents also opt-in for marketing).

SAMPLE SIZE & REPRESENTATION

Achieving a representative sample means you can be confident that the views of your whole audience are reflected in the survey results.

Representation means that the views and experiences from people of different demographics, ethnicities, identities and abilities are captured. This ensures that everyone's voice can be heard and considered when decisions are made.

To increase both responses and representation, consider the following:

- Use multiple distribution methods (ie email & QR code)
- Place posters at entry and exit points of an event
- Email your survey as soon as possible after an event and send out reminders periodically
- Consider leaving your survey open for longer, as responses can trickle in towards the close date

Survey Design



Our team of evaluation experts can design your event survey, but here are some tips for best-practice inclusions.

LENGTH

Keep the survey as short as possible - identify key metrics prior to creating your survey.

TYPE

Use mostly dropdown, multiple choice or yes/no questions to avoid survey fatigue.

QUESTIONS

Keep questions as consistent as possible between events - allowing you to benchmark and compare results.

ENGAGEMENT

Consider using questions that ask about overall experience, marketing communications, prior attendance or prior engagement.

SPEND

Asking a few questions about spending in the local area can be beneficial - make sure you ask about whether they are from within the local area or outside of it as this ensures you can measure the injection of funds into the local economy.

BEFORE COLLECTING DATA:

- Assign a team lead to monitor data collection
- Consider hiring fieldworkers to collect responses at your event
- Create a timeline of the event, the survey distribution date and any important reporting milestones
- Organise your incentive!

TIP

Great survey experiences lead to more responses and future engagement. Keep surveys short and targeted!

Distribution - Email



Emailing ticket holders after an event is an easy way to reach a large sample size in one go.

	DO ✓	AVOID ✗
Day of the week	Send event-specific surveys shortly after your event so that it's still fresh in your attendees' minds. If your event happened on a weekend, send the next business day.	Weekends - patrons may have their work email in your database, or are just less likely to action emails over the weekend.
Time of day	Think about when your patrons are most likely to check their emails and have time to respond.	Sending surveys at strange hours e.g. at 11pm as an event is ending.

BENEFITS

- Minimal effort for maximum exposure
- If you use a CRM you can track email opens and clicks
- You can leave out questions such as age and postcode, if this was collected when people purchased their tickets
- This survey distribution type lends itself to longer surveys, as people will likely have more time to sit and answer more questions

TIP

Make sure your email has a strong call to action - don't bury the survey within a newsletter or other communications!

Distribution - Interview



Conducting interview surveys in-person at your event can be a great way to reach a diverse mix of attendees or participants.

COLLECTION

Have your fieldworkers carry both tablets and flyers/posters with QR codes - this will allow you to collect more responses in one go, and also give people the option to take the survey in a format that suits them

TARGETS

Set a goal for a sample size and ensure your team stays in contact with one another throughout the event. This will not only ensure that you are meeting the goal, but they are also avoiding asking the same people multiple times

APPROACH

Approach groups of people that are sitting down or waiting in line - they are more likely to be receptive to surveying as opposed to people on their way to an event or activation

DURATION

Keep interview surveys short - under 2-3 minutes.

BENEFITS

- Intercept surveys allow you to collect data whilst people are experiencing an event - their opinions are fresh in their minds!
- You can interview people that may not have experience using technology - providing you with a more diverse sample of responses



Distribution - QR Code



A 'Quick Response' or QR Code is a two-dimensional version of a barcode that is able to convey complex information almost instantly when scanned with a smart device.

QR codes are commonplace now, meaning they are easy to generate and accessible for most audiences to use. Survey platforms such as Culture Counts as well as other websites can generate a QR code from a link - we recommend using a link that only allows one response per device.

BENEFITS

- They are an easy way to distribute your survey to a lot of people with minimal effort
- You can add your branding to posters and marketing communications
- Ideal for collecting feedback in a no-contact format
- It can encourage responses as people can load the survey and take it in their own time
- Posters and flyers can be placed in opportune areas, without the need to approach respondents - consider adding posters to venue entrances, bathrooms and other places where attendees might mill
- It allows only one response per device

TIP

Including a short message can help engage audiences e.g. Your feedback helps us grow and improve our events!

Resources



Visit the Culture Counts blog for more tips and tricks!

GETTING STARTED

- Why is survey consistency important?: culturecounts.cc/blog/why-is-survey-consistency-important
- Our Outcomes Framework: culturecounts.cc/blog/product-update-new-outcomes-framework
- Using surveys for market research: culturecounts.cc/blog/using-surveys-for-market-research

DISTRIBUTION

- How to distribute your survey: culturecounts.cc/blog/how-to-distribute-your-survey
- When is the right time to survey?: culturecounts.cc/blog/when-is-the-right-time-to-survey
- A guide to marketing channels: culturecounts.cc/blog/a-guide-to-marketing-channels

SAMPLE SIZE

- Understanding sample sizes: culturecounts.cc/blog/understanding-sample-sizes



Interested to find out more?

Contact us at culturecounts.cc/contact to gain a copy of our Product Guide.

Evaluation Planning Timetable

EVENT NAME	EVENT DATE	TEAM LEAD	DISTRIBUTION METHOD	DATA COLLECTION DATES	INCENTIVE DRAWN?	NOTES
Summer Festival	12/12/24	Jane Citizen	Posters/Flyers Fieldworkers	12/12/24 - 19/12/24	<input checked="" type="checkbox"/>	Posters ordered from printer on 1 December, Jane to collect
					<input type="checkbox"/>	
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