

Assessment Strategies

- *Capturing comments:* Collect thoughts of motivated participants; can occur on paper, white boards, or other media
- *Compiling social media comments or press cuttings:* Gather coverage of an event through social media, newspapers, and other media outlets
- *Documentation:* Capture photographs and anecdotes in a document or report to paint an overall picture of an event
- *Face-to-face audience surveys:* Administer questionnaires to participants at the event, led by an interviewer
- *Focus groups:* Interview participants in groups, following the event
- *Follow up e-surveys:* Collect email addresses during the event and distribute an e-survey via collected emails following the event
- *Head counts:* Count the number of people present at an event
- *Mini interviews during the event:* Conduct very short interviews during the event, led by a staff member or volunteer. The type of interview conducted can vary, whether it asks an open-ended question or has a set list of questions to be answered
- *Minute papers:* Ask participants to take one minute to write down an answer to a question.
- *Mystery shoppers:* Recruit ‘undercover’ trained volunteers to evaluate your event and report experiences
- *Observations during the event:* Note how participants move through the event and how they interface and interact with the event’s content
- *Self-addressed postcard surveys:* Use a self-addressed postcard to deliver a short survey.
- *Vox pops:* Document participants’ thoughts and feelings via short audio or video recordings.

| Assessment Strategy | Quantitative Data | Qualitative Data |
|---------------------------------|--------------------------|-------------------------|
| Capturing comments | | ✓ |
| Compiling social media comments | | ✓ |
| Documentation | | ✓ |
| Face-to-face audience surveys | ✓ | ✓ |
| Focus groups | | ✓ |
| Follow up e-surveys | ✓ | ✓ |
| Head counts | ✓ | |
| Mini interviews during an event | ✓ | ✓ |
| Minute papers | | ✓ |
| Mystery shoppers | ✓ | ✓ |
| Observations during an event | ✓ | ✓ |
| Self-addressed postcard surveys | ✓ | ✓ |
| Vox pops | | ✓ |