

How to evaluate your event

It's important to start thinking of how to evaluate your event right from the planning stage.

There are three key ingredients for good evaluations:

- (i) identifying what worked,
- (ii) what didn't work and
- (iii) what could be improved next time.

You will also need to think about what you want to evaluate. This may be attendance, responses at the time of the event or responses afterwards. Make sure the method of evaluation you choose enables you to gather this data in a clear and concise way.

Evaluating is useful for several reasons:

- Evaluating helps us get feedback from attendees and participants, discovering the best and worst bits of an event
- Evaluating helps us to know if the event achieved its original aims, or how it could be improved
- Evaluating shows volunteers and staff the value of their work
- Evaluating shows the impact of the event on the community
- Some funders may require evaluations to be conducted, to show value for money

Sample evaluation forms are attached at the end of this document. Please don't hesitate to send them into info@refugeecouncil.org.au as your feedback can help others improve their event for next time.

What did you think of this event?

Name of event:

What motivated you to attend this event? *(Tick all that apply)*

- A friend invited me along
- I was interested to find out more about refugees
- I wanted to show my support to refugees
- I came to see a particular group/performer
- I know a performer / exhibitor
- I know the event organisers
- Other

How did you find out about the event?

- Press (which newspaper/magazine etc).....
- Refugee Week promotional materials (i.e. posters, banners etc)
- Refugee Week Website
- Other Website (website address).....
- Word of mouth
- Passing by
- Other (please specify).....

How do you rate the quality of the performance / show / exhibition / workshop?

- Excellent Good Ok Not good

What did you enjoy most about today's event?

- Performers Meeting People
- Food Atmosphere
- Other.....

Did you learn more than you already knew about refugees? Yes / No
If so, what?

Has this event inspired you to: *(Tick all that apply)*

- Learn more about refugees and people who are seeking asylum
- Support an organisation that helps refugees
- Tell other people about Refugee Week
- Join a campaign (e.g. sign a petition, write letters) about refugees
- Invite the artists / performers to do other events
- Other

.....

How good are the Refugee Week and other materials at the event?

Excellent Good Ok Not good None available

Had you heard of Refugee Week before coming to this? Yes/ No

Have you attended a Refugee Week event before? Yes/ No

Would you attend another event like this? Yes/ No

Please let us know your thoughts on today's event by ticking the relevant boxes below:

Excellent Good Satisfactory Poor

Event organisation

Event promotion

Event location

Entertainment

Information available

Refreshments

Overall quality of the event

Any other comments about today's event?

Your Name:.....

Your Telephone number.....

Your email address:.....

Thank you for taking the time to fill in this form. Your feedback will be very useful to the event organisers when evaluating or planning future Refugee Week events.

Please hand your completed form to the organisers of the event.

*This information has been sourced from Refugee Week UK
<http://www.refugeeweek.org.uk/Events/Advice+and+Ideas+for+Organising+Events/>*

Artists Feedback form

Name of artist	Organisation
Event Venue	Event Date
Name of performance / exhibition / workshop	
How many times have you performed / exhibited at this event?	1 2 3 4 5 6
What do you feel the event is about?	
For you or your group, what did you hope to gain by participating? For example:	
Future performance or recording contracts (paid employment)	
Making useful contacts with other organisations	
Performing / exhibiting to a large public audience	
Getting media coverage	
Gaining more professional recognition as an artists/ performer	
Developing my skills	
Networking with other artists	
Meeting people from other cultures	

Meeting friends/ others in my community

Made to feel welcomed as a refugee / asylum seeker

Other

Has performing or exhibiting at this event fulfilled your expectations? Has it helped in the development of your artistic work? YES/NO

You may not have any comment on this yet, but if you do, please give examples.

Is there the right mix between well-established or high profile professional artists and new talent among the performers? YES / NO

How good has the support by the organisers been to you as artists/ performers? Excellent / Good / Poor

What have they done for you? What else would you like them to have done?

How successful do you feel the event was? VERY / OK / NOT

What was good or bad about it? Is it better than in the past? (how so?)

In what ways could the event be improved? E.g. better support to artists, planning, definition of roles, resources, facilities, more follow-up work.

Are you aware of any audience response to your performance/ exhibition, or the event? YES / NO

If so, what?

Do you know of other artists who would like to have performed at the event but didn't? If so, why didn't they? **YES/ NO**

Do you know of other artists who did NOT want to perform at the the event or be associated with Refugee Week? **YES / NO**
If so, can you say why?

If you are invited, will you participate again in the future? **YES/ NO**
If not, can you say why not?

Any other comments!

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Event Organisers Evaluation Form

Background information

Your name, job title & organisation *(Please complete in block capitals)*

Title:..... First name:..... Family name:.....

Job title:.....

Organisation:.....

What event(s) were you involved in organising?

Name of Event	Type of Event *

*Please assign one of these categories to each of your events

- | | |
|---|---|
| <input type="checkbox"/> Arts and Culture | <input type="checkbox"/> Campaigning or awareness-raising |
| <input type="checkbox"/> Community event | <input type="checkbox"/> Conference/seminar/lecture |
| <input type="checkbox"/> Educational event | <input type="checkbox"/> Fundraising |
| <input type="checkbox"/> Other (please state) | |

Where was this event held?

Event attendees

Focusing on your main event, please estimate how many people attended:

Name of event	Number of attendees

Please give an approximate percentage breakdown of your event attendees in the following categories:

- host community%
 refugee community%
 other%

Themes

Was there a theme presented in your main event? If so, what?

Event promotion

Please indicate how you promoted your event.

- | | |
|---|---|
| <input type="checkbox"/> Refugee Week Website | <input type="checkbox"/> Other Website |
| <input type="checkbox"/> Local press | <input type="checkbox"/> National press |
| <input type="checkbox"/> Local radio | <input type="checkbox"/> National radio |
| <input type="checkbox"/> Local TV | <input type="checkbox"/> National TV |
| <input type="checkbox"/> Leaflets | <input type="checkbox"/> Local community centres |
| <input type="checkbox"/> Organisational mail-outs | <input type="checkbox"/> Refugee Week promotional materials |
| <input type="checkbox"/> Other (Please specify) | |

Please indicate whether you used any promotional material produced by the Refugee Council & how you would rate it? *(please tick all items used and rating)*

Excellent Good Satisfactory Poor Didn't use

Posters

What else would you like to have been produced as a central promotional resource?

Media coverage

Did you gain any media coverage for your event? Yes No
(Please attach clippings if possible)

If so where? *(Please tick all that apply)*

- | | |
|--|---|
| <input type="checkbox"/> Local press | <input type="checkbox"/> National press |
| <input type="checkbox"/> Local radio | <input type="checkbox"/> National radio |
| <input type="checkbox"/> Local TV | <input type="checkbox"/> National TV |
| <input type="checkbox"/> Magazines/journals | |
| <input type="checkbox"/> Other (please specify)..... | |

Funding and Organisation

Did you receive external funding? Yes No

If yes, from whom?.....

Please tell us the how much it cost to run your event:

Any other comments?