# How do we evaluate and report on our festivals?

After each festival most of us write a summary or a report on how it went, the stats, what worked, what didn't etc. We are likely to hold feedback meetings and get information from our stake holders via surveys or emails so we can see the bigger picture.

What is important to include in a report? This can an issue when we are so stretched for time to process or gather the information, especially when out-sourced market research can be very costly.

A reasonable report produced could be simply about your festivals statistics. It can be updated and referred to every year enabling you to and make comparisons. More in-depth reports can be produced from it once we gather the basics. Further evaluation would mean conversations and meetings with performers, venues, audiences, sponsors, advertisers and staff. It may also include some previously planned, on the ground, market research. Online surveys are a good source for gaining information easily, however they can't be too long or you are likely to get a very small amount of individuals willing to input information and data.

When planning feedback sessions and reports it is advisable to create the questions and data fields you need from your stake holders before the festival start. This way once it is finished there is more time to spend on gathering information and tweaking your questions. It will also focus your teams mind on what is needed while the festival is on and warn the venues and recipients of the survey to expect it and collect data as they go.

**Below is a brief outline of what a report could include:**

**Mission:**
 Aims and objectives
 Mission statement
 Governance (board and management structure)
 Sponsors and funders

**General:**
 Number of listings in the guide and online.
 Number of events times.
 Number of performers
 Number of festival guides printed
 People attended free events

People attending outdoor events (if different)

Length of festival

Number of genres with in the festival and which ones are the most popular.

Number of premiers (national and world)

Number of critics, booker programmers who came

Number of tickets sold

Quotes: get some quotes from your stake holders on what they thought of the festival
(i.e. from audience, performers, venues, sponsors etc.)

Number of press articles (TV, local or, national newspaper, magazines, radio, online etc.)

Number of full time, part time, paid and voluntary staff

Number of sponsors & partners
What are the main benefits?

Number of advertisers

Average length of production

Awards – where there any given? Who to and why

Launches – press launch and festival launch evaluation

Marketing objectives and achievements.

**Box office:**

How many tickets sold?
Through festival box office sales
Through venue tickets sales
Through performer ticket sales

What's the total capacity of the festival (IE all the tickets available to buy)

What total per cent were sold?

Average bums on seats (i.e. all the tickets- sold/number of venues) this will give you an approximate.

Where did the ticket buyers come from (Zip code analysis).

What number of ticket buyers were local compared to out of town or international?

Average number of tickets bought by one person.

Average age of ticket buyer – what are the demographics of your festival?

**Venues:**

How many are there?

Average capacity (full)

What are the ranges or types of space? I.e. theatres, pop up, arenas, outdoor, cafes, shops etc

How many events did they run individually?

Did they programme them themselves, was it open access, or did the festival programme the slots?

If they run all year round did they change their programming for the festival, introduce more events or see a difference in audience numbers?

What genres did they programme?

**Audience:**

Have they been to the festival before?

How many events did they go to?
What made them choose the ones they went to?
Did they see the festival guide?
How did they hear about the festival?
Did they see any media coverage?
How did they buy their tickets online or in person?
Did they use the festival website?
Are they frequent attenders?
Number of first timers to the festival
Number of female to male attendees
Survey them in star rating? What did they think of the festival over all
Why is the festival important to the town?
Input your website stats (first time visitors, number of hits, unique visitors etc.)
Did they use Social media to find out what was on and follow festival updates? Twitter / Facebook / other?
Did they use any other services while attending a festival event? This is very important to prove the success of your festival to the town and calculating the secondary spend of visitors

> Travel – Taxi or Public transport?
> Restaurant or café
> Shopping
> Other attractions

**Education:**

Do you have an educational programme?
Number of
Events for children
Outreach events
Events free to schools
Workshops
Talks & debates

**Financial**

Sponsorship income
Advertising income (online & in print)
Guide and performer income
Grant or trust income
How much in-kind income did you achieve?
Income vs. outgoing, did the festival break even?

**Environmental**

What measures were taken to ensure a lower environmental impact at your festival?
How you promoted recycling and waste management?
Was there a greener transport objective?
Do you promote energy saving tips to your venues?