

# Evaluating Your Event

You may think that evaluating your event is only for council departments and government bodies. It isn't. Gathering evidence about what happened at your first event may help you gain sponsorship and grant money in support of your second.

There are many ways in which you can gather feedback from participants. Here are a few examples:

- Tick-box Questionnaires. (Make sure that they are quick and easy to fill in, otherwise people will probably skip over them.)
- Comment Cards. A simple card that asks the participants to make a one or two line comment about the event. (Funders like to hear what actual people said.)
- Graffiti / Comment Board. Put up a giant board and invite participants to add to it during the course of the day.
- Be Creative – incorporate comment cards into an art installation e.g. a “comment tree” where participants can add their post it note or card to a pre-prepared tree or a “comment loom” where participants can weave their comment card into a giant scarf.
- Ask your Facilitators for feedback. Pre-prepare a questionnaire for them to fill in. Their comments will help you to plan your next event.