



Gathering Feedback

This paper aims to help you ensure that we receive maximum feedback from Welsh Museums Festival events/activities to inform future planning.

Attendees

The survey

The Welsh Museums Festival survey aims to capture the profile of those attending Welsh Museums Festival events, how they heard about events/activities and level of satisfaction with events attended. The survey includes both pre-coded and open-ended questions in order that we can gather quantitative and qualitative research information.

Distributing the survey

Here are some suggestions to ensure that we gather as much information as possible from each of the events taking place during the Welsh Museums Festival:

- Make sure that the surveys are visible and accessible to attendees. They could be handed to people as they arrive and/or left in your reception area and café.
- If it is a seated event, place survey's on seats for attendees to complete once the event is over.
- If possible, delegate roles to staff, have staff on hand to assist with the completion and set a realistic target for completed surveys.
- Provide access to pens/pencils for attendees who may not have brought any with them.
- Make sure that attendees know they may be rewarded for completing a survey – there's a free prize draw with the opportunity to win 3 x £25 worth of High Street vouchers.
- The survey may also be distributed via your social media presence. If you appear on Twitter and Facebook feature the survey link in your communication with the message "if you have attended our Welsh Museums Festival event please provide feedback by clicking on the link. You could win £25 worth of High Street vouchers (3 prize available)".
- Make sure people know what to do with their survey once they have completed it (see suggestions below).

Gathering the completed surveys

Once you've encouraged people to complete the surveys, it's important that you gather them for analysis. Visitors may return their completed surveys by –

- Handing them back to members of staff. Staff should then place them in a designated receptacle.
- Post them in a receptacle at your museum – place a box or similar object (with Festival branding/logo if possible) at the exit to your museum/in your café area/at reception
- Don't forget to gather any that you receive online also.

Feedback from the survey

All the completed surveys and the results will form part of the overall evaluation report for the Welsh Museums Festival. If possible, you will also be provided with the findings for your museum to provide you with insight into your events to inform future planning.

Other methods of capturing attendee feedback

Are you able to capture feedback from attendees in other ways -

- Comments book – have these in a visible place during the Welsh Museums Festival and encourage attendees to comment
- Anecdotal comments – if visitors mention a comment to you please make sure you capture this by writing it down or asking them to note in your comments book

Venues

It is also important that we capture data from each participating museum. Following the Welsh Museums Festival we will send you the link to the staff survey which aims to capture as much information as possible.

Please make sure you capture key information to feedback e.g.

- Number of visitors who attended your events/exhibitions
- General comments made by visitors (as mentioned above)
- Level of social media engagement
- Media coverage

Contact Details

Please get in touch if you require any further information –

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