

1. Tear off coupon

practical and simple in-house
evaluation method



Tear off coupons

Odowiedz na pytania! Naderwij w odpowiednim miejscu!

Czy jesteś z Muranowa?

TAK

NIE

Czy to Twoja pierwsza wizyta na wydarzeniu POLIN?

TAK

NIE

Na ile jesteś zadowolony(a) z udziału w dzisiejszym wydarzeniu?

☹️

☹️

☹️

☹️

😊

😊

😊

Czy byłeś na wystawie "W Polsce Króla Maciusia" w POLIN

TAK

NIE

When? Big events, especially with kids



Tear off coupons: Pros and Cons

- Attractive - people like it and
 - High response rate
 - Easy to prepare (Canva, Word, Power Point, Paint)
 - Easy and quick to code the answers and report
 - Cheap!
 - Everybody can do it!
 - It does not engage the organiser (you can only put the box in a visible place)
- 4 -6 questions maximum
 - Most important questions:
 - first, second timers
 - where they come from
 - No open ended questions
 - Its is difficult to control the sample (the kids take it)

How to formulate the question?

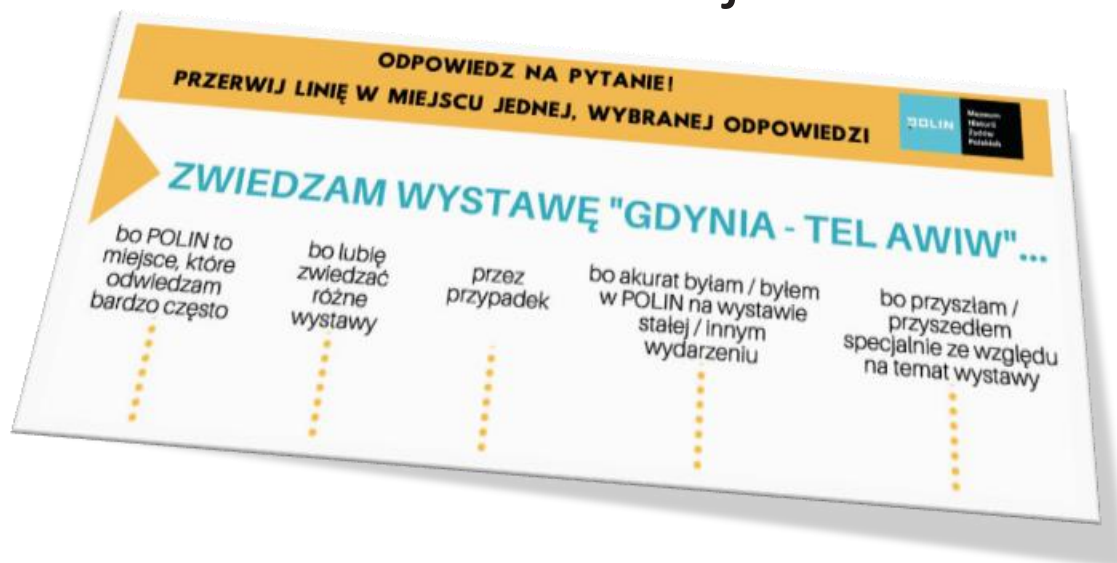
- Only simple questions, preferably Yes/ No (the respondent should not think a lot about the answer)
- Only questions you are really interested in
- 4 -6 questions maximum
- No open ended questions
- With intuitive answers

Examples of questions

- How satisfied are you with today's event? (faces)
- Are you in this museum for the first time? Yes/ Non
- How old are you?
 - 25-34
 - 35-44
 - 45-54
 - 55-64
 - Over 64
- How was the organisation of the event? good/bad

Only 1 question when it's more complicated

- I'm visiting this exhibition because:
 - a) POLIN Museum is a place that I visit very often
 - b) because I like to visit various exhibitions
 - c) by accident
 - d) because I was at Polin Museum at the Core Exhibition/other event
 - e) I came because of the subject of the exhibition



Motivations for visiting the exhibition

2 months the collecting the coupons
Sample size: 776 visitors



53% I came because of the subject of the exhibition

16% because I like to visit various exhibitions

13% POLIN Museum is a place that I visit very often

13% because I was at Polin Museum at the Core Exhibition/other event

6% by accident

CHILDREN'S DAY 2 VI 2019



- How satisfied are you with today's event? (faces)



- Are you from Muranów (neighborhood) Yes/No
- Is that your first visit in Polin Museum? Yes/No

What do we know about the participants?



98%

where satisfied with
Children's Day



19%

participants from
neighborhood



50%

came to the Polin
Museum for the first
time

What do we know about participants?



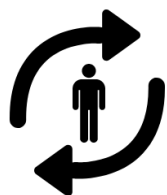
100%

were satisfied



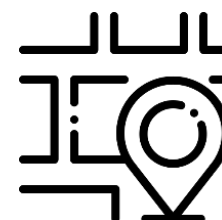
46%

came to the museum
for the first time



11%

did participated in the last edition of
the festiwal in 2018

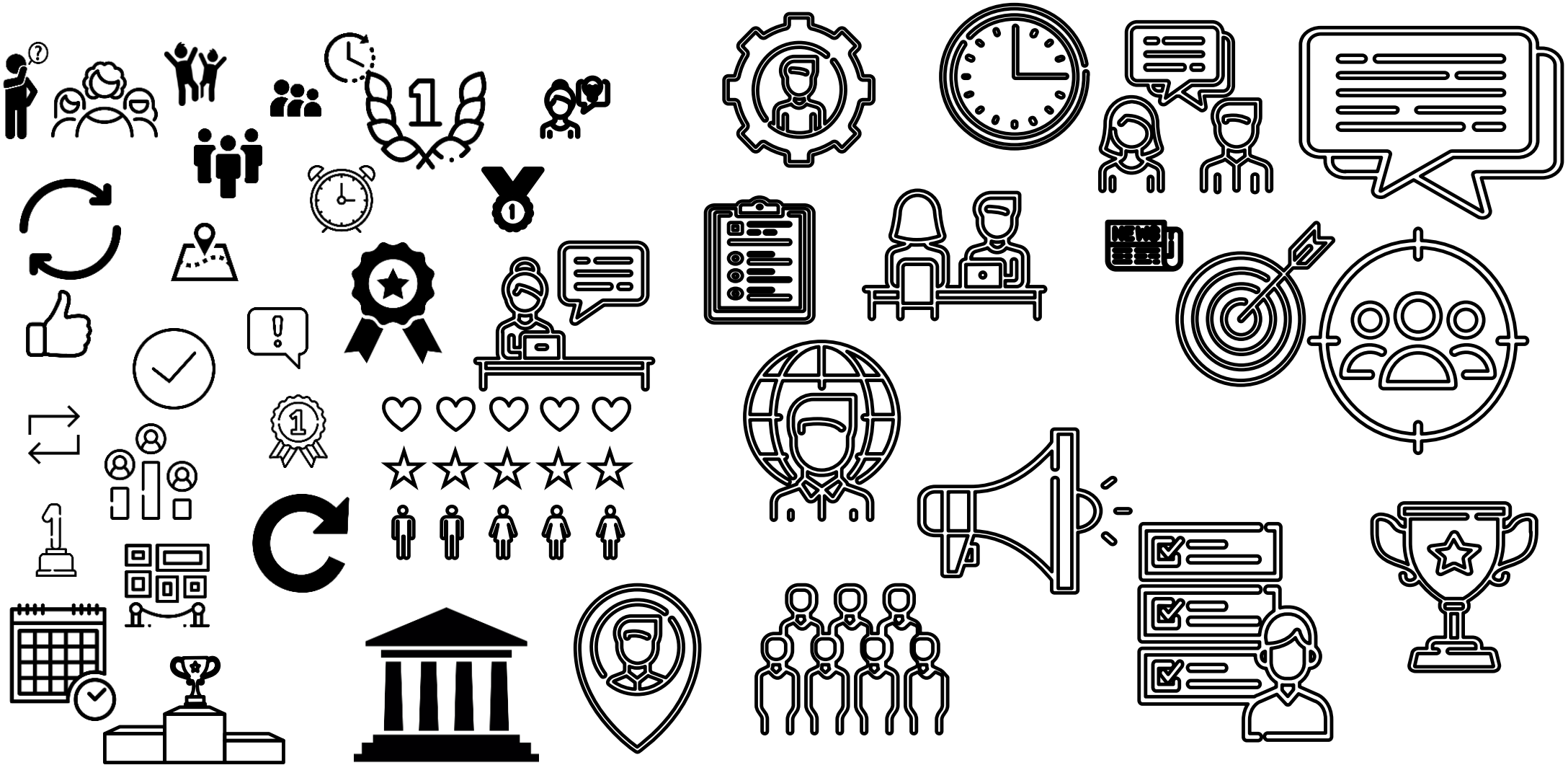


10%

live in Muranow (in the
neighborhood)

**Use canva.com for tear off
coupons**

Tools: Icons to use for presentations



2. In-house on-line surveys



Create free online surveys



- Survio: <http://www.survio.com/>
- Google Forms: <https://www.google.com/forms>
- 4qsurvey: <http://www.4qsurvey.com/>
- Kampyle: <http://www.kampyle.com>
- Opiniac: <http://www.opiniac.com>
- Qualaroo: <https://qualaroo.com/>
- IdeaScale: <http://www.ideascale.com/>
- Survey Monkey: <http://www.surveymonkey.com/>
- Polldaddy: www.poll daddy.com
- QuestionPro: <http://www.questionpro.com>

Case:

**Should we change our
opening hours?**

Let's ask teachers!



On-line questionnaire (survio)

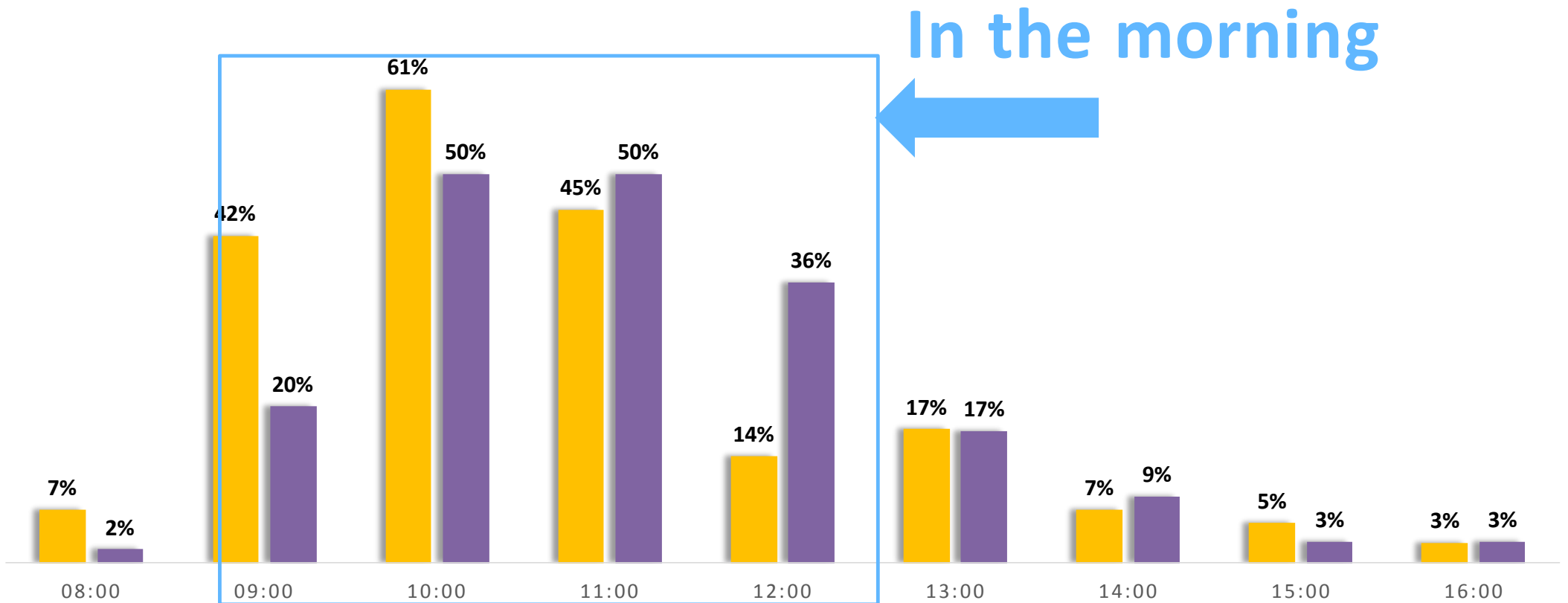
Population:
Teachers from
all over the
country
(our data base)

**Data to be
collected:**
preferred start
time for a visit
with a school
group to POLIN
Museum

Response rate:
412 teachers
answered;
117 from
Warsaw
295 from
outside

Preferred start time for a visit with a school group

■ Warszawa [N=117] ■ Inne miejscowości [N=295]



When you can use an on-line surveys?



On-line surveys: Pros and Cons

- Quick
- You get the results right away
- Low cost
- Respondents answer questions on their own schedule
- Green (no paper)
- You can control the sample
- Design flexibility
- No „interviewer’ effect”

- If the survey is long you can get fake answers
- Some populations are less likely to have internet access
- The data base is required
- You cannot go deeper into open ended questions

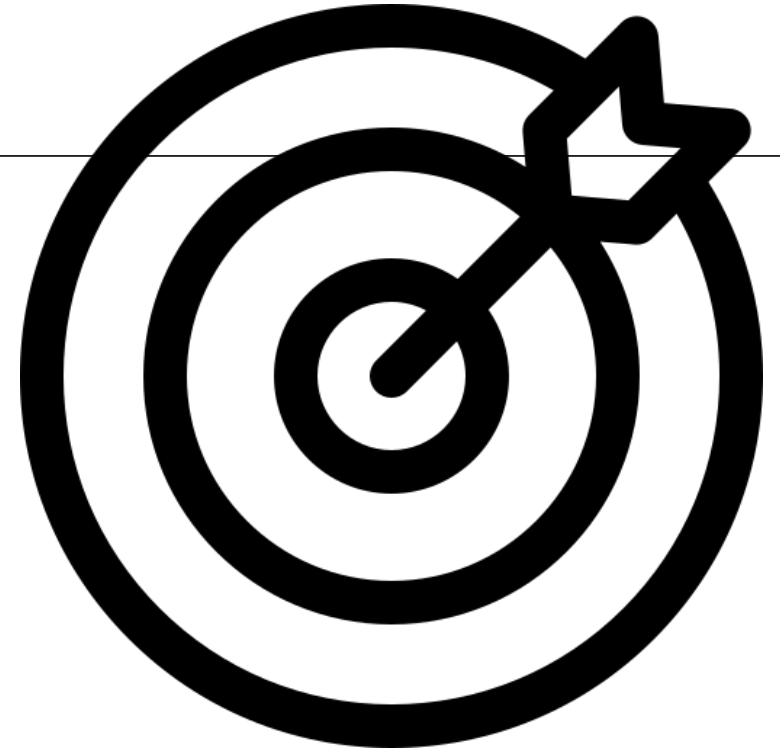
Important!

- Make the opening letter engaging!
- If you want to send evaluation questionnaire, send it **immediately after the event**
- Don't forget reminders
- Great for conferences, volunteers

Workshops



What for?



The goal of the workshop must very clear
and well communicated



Most frequent examples of goals

- Building a new program for a festival
 - Improving offer of guided tours
 - Building communications strategy for an exhibition
 - Find out creative ideas for promotion
 - Evaluate ideas
 - **Your experience?**
-

Who should participate?



Who should moderate it?



Someone from the team?

External moderator?

Where?

Isolated from the office

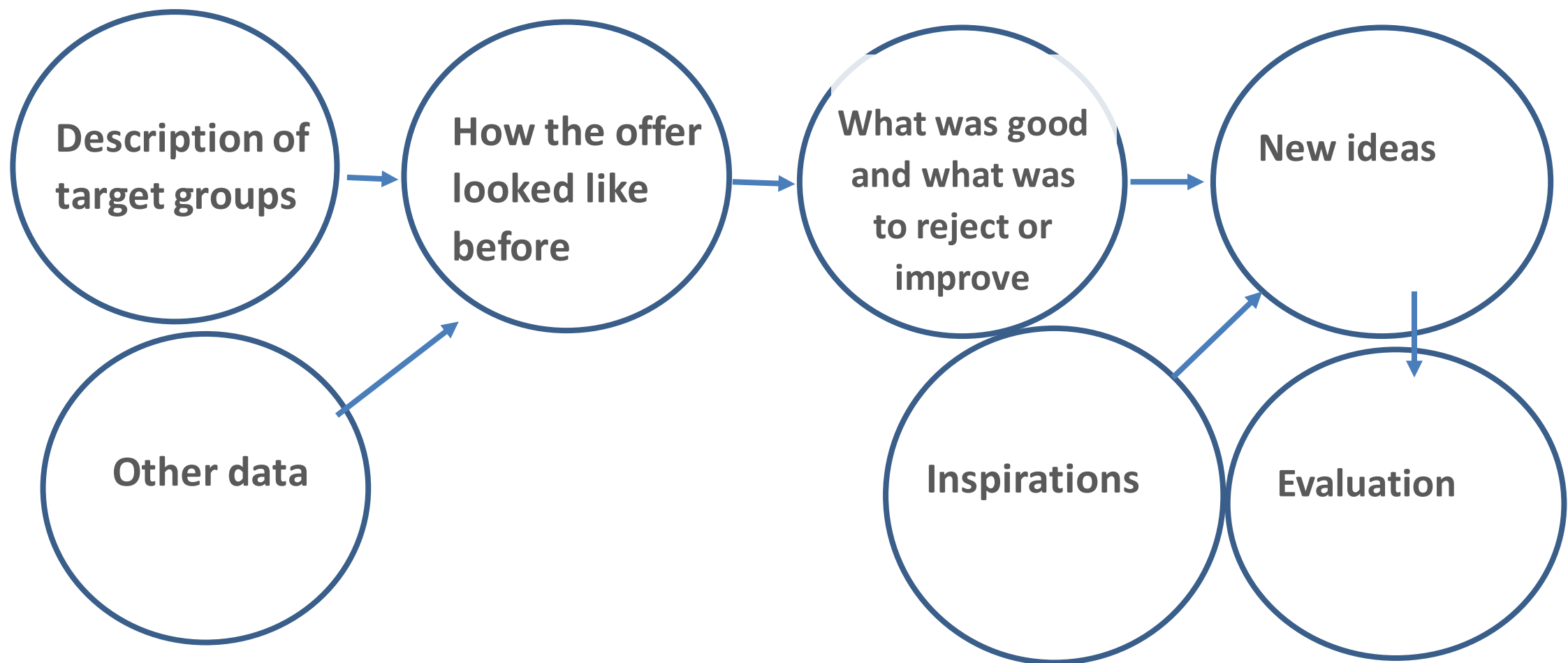


Good mood

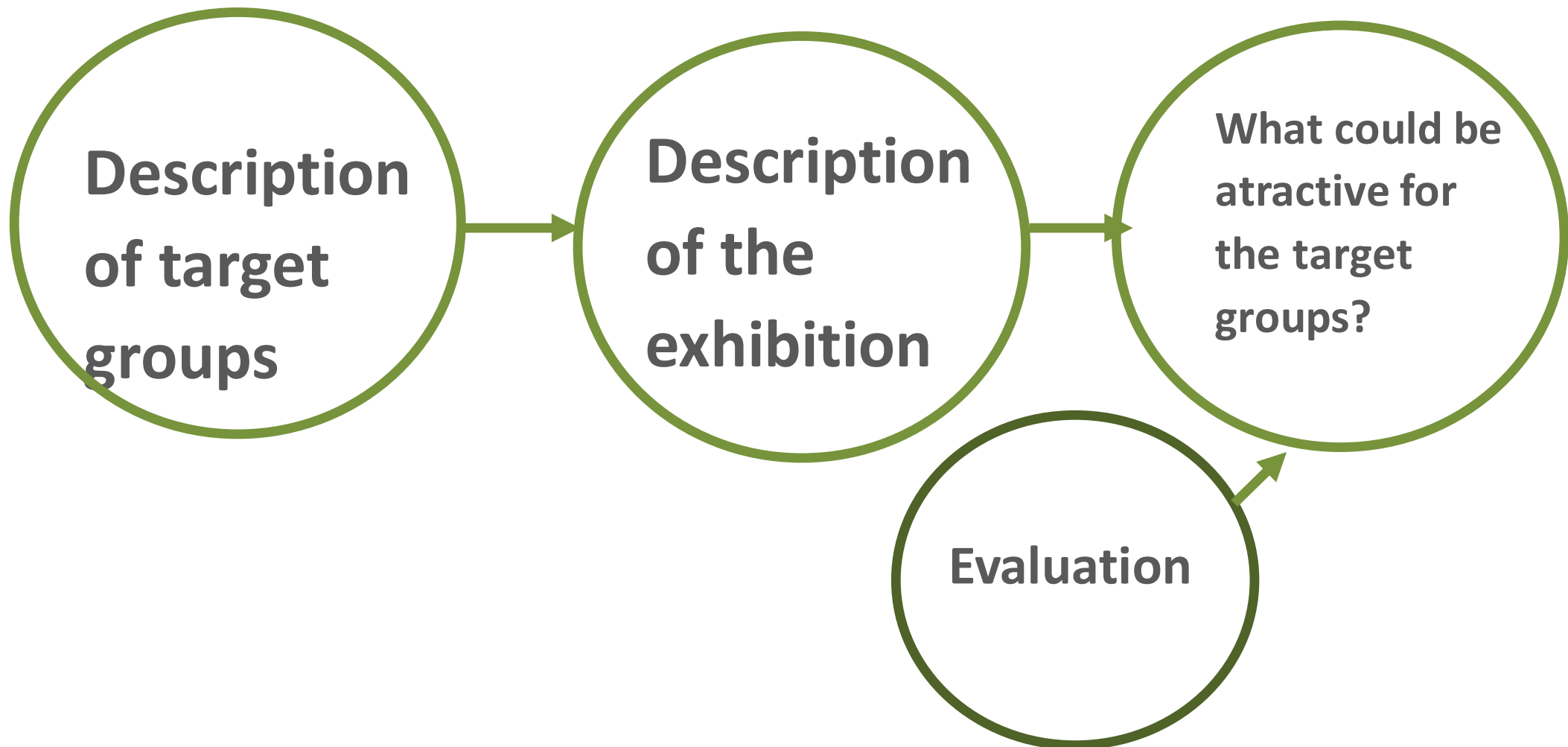


How to structure a workshop?

Building a new offer



Building main message for an exhibition



Building a promotion plan for an exhibition

```
graph LR; A((Description of target groups)) --> B((Inspirations)); B --> C((Creative proces)); C --> D((Evaluation));
```

**Description of
target groups**

Inspirations

**Creative
proces**

Evaluation

Well prepared data

Films



Personas



- Mieszka na Bemowie
- Pracuje jako doradca klienta w Open Finance
- Zarabia ok 6 tys brutto, spłaca kredyt
- Żona Agnieszka, redaktorka w National Geographic i Traveller
- Dwoje dzieci: Hania – 6 lat, Kacper, 4 lata
- Paweł często zagląda do CNK, ma roczną kartę dla całej rodziny
- Organizator weekendowych wycieczek: ostatnio zwiedzali całą rodziną Twierdzę Modlin
- Trochę czyta książek, ale tylko takie, z których może się czegoś nauczyć
- Czyta też Fokus, ogląda TVN24 i Discovery
- Słucha Radia Złote Przeboje w samochodzie
- Dużo korzysta z internetu, m.in.. FB

Muzeum Lotnictwa Polskiego, Kraków

Ogród doświadczeń im. S. Lema, Kraków

- „sensoryczny park edukacyjny”
- „cuda, które sami możemy wypróbować”
- „fascynująca przygoda”
- „wspaniałe eksperymenty”



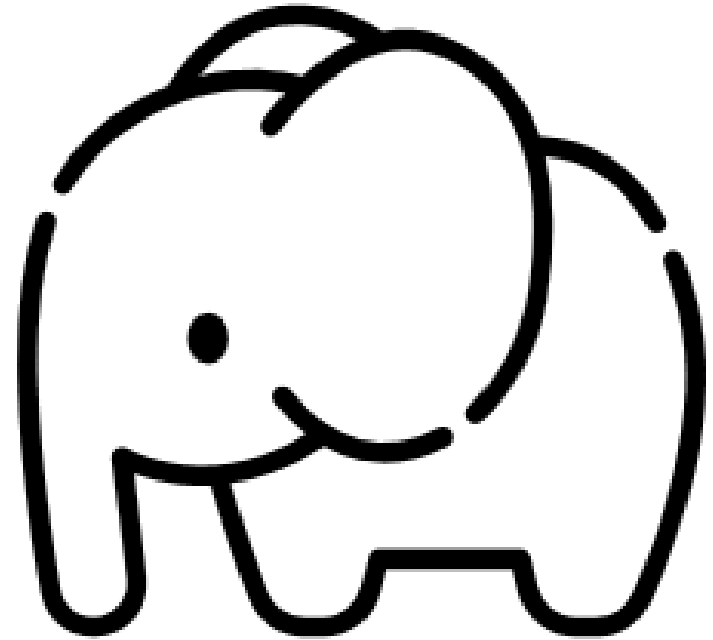
- „Uwielbiam to miejsce”
- „samoloty, śmigłowce, szybowce, wojskowe działa przeciwlotnicze, silniki
- „dzieci mogą pobawić się w pilotów (na symulatorze i w prawdziwej kabinie),
- „poszaleć na żyroskopie”, posiedzieć na fotelach pasażerskich i poeksperymentować”



Inspirations

All ideas are valuable

**Exercise:
tearing of an
elephant**



Smart



Brave



Hard core



<https://www.youtube.com/watch?v=PUKMUZ4tIJg>

Based on the team's experts



Celebrity



Backstage

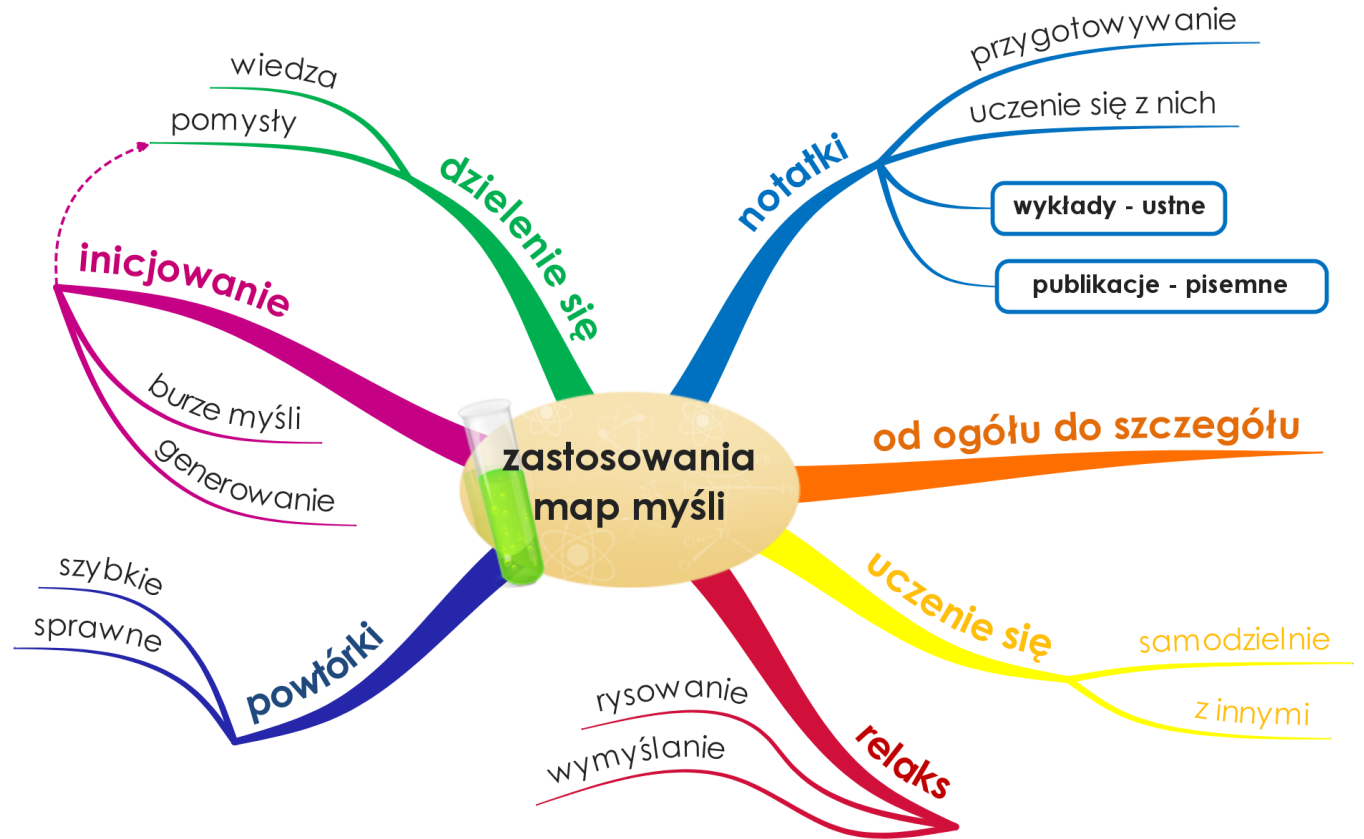


Anniversary



**Instagrammable
place**



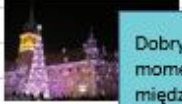
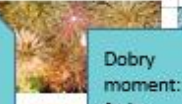
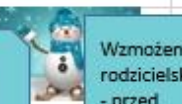















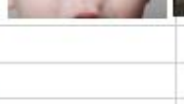
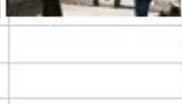
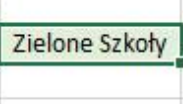






























Cloud of ideas



Collage



Time line

						wybór dyrektora muzeum	Żonkile		
								Noc Muzeów	
	8.11. wernisaż					Bal purimowy			
	11.11 wernisaż dla rodzin		Chanuka	Zima w mieście				Dzień Dziecka	Finisaż
		niedziela dla rodzin	warsztaty dla seniorów	niedziela dla rodzin	niedziela dla rodzin	niedziela dla rodzin	niedziela dla rodzin	niedziela dla rodzin	
październik	listopad	grudzień	styczeń	luty	marzec	kwiecień	maj	czerwiec	
									
									
								Zielone Szkoły	
									
									
									
									
									

Finishing the workshop with a result

Voting with post-its



Dragon's Den



Common decision



**If the workshop is
well prepared
it engages the
participants
and works by itself**



**How about your
experience?**

Any questions:
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