

## Evaluation tips

### Tips to help you review the day

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- **Think about what you really want to know.** Don't try to cover every aspect of your event. Narrow the focus down so you get the answers to two or three questions that matter most to you. Perhaps your event has made colleagues think differently about young people? Or you have learnt how to make young people's activities run more smoothly in future?
- **Pick who you ask.** Choose one or two groups who will give you the most useful feedback to your questions. It could be the children and young people, or accompanying teachers and group leaders, staff and volunteers, or visitors to your venue.
- **Design your questions** around these evaluation aims and audiences. Make it as simple as possible for people to reply. Test out your questions on colleagues beforehand so you know that they work.
- **Decide when to collect feedback.** This will vary depending on who you are talking to and what you want to know. Finding out which activities have been most popular can be done on the day. Identifying changes in attitude needs more time. Consider starting your evaluation before the event itself, so you can track changes.
- **Decide how to collect feedback** and produce any materials. Try paper-based or online surveys, interviews and focus groups, mind-maps, a graffiti wall or 'washing line' of comments. Check what people are saying about your event on the internet and social media sites.
- **Collect the feedback, analyse it and do something with it!** Share successes with the media, senior colleagues and other stakeholders. Identify what could be improved and put plans in place to do so. Remember to let Kids in Museums know how you got on.
- **Keep the door open** to more feedback from all your groups. Welcome it when it arrives, however unexpected. Takeover Day is just the start. Carry on the conversation.