1. Tear off coupon
practical and simple in-house
evaluation method
Tear off coupons

Odpowiedz na pytania!

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

Czy był(eś) na wystawie "W Polsce Króla Maciusza" w POLIN?

Czy to Twoja pierwsza wizyta na wydarzeniu?

Czy jesteś z Muzeum?
When? Big events, especially with kids
Tear off coupons: Pros and Cons

- Atractive - poeple 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

50% came to the Polin Museum for the first time

19% participants from neighborhood
TISH FESTIVAL 2019

What do we know about participants?

- **100%** were satisfied
- **46%** came to the museum for the first time
- **11%** participated in the last edition of the festival in 2018
- **10%** live in Muranow (in the neighborhood)
Use canva.com for tear off coupons
Tools: Icons to use for presentations
Free illustrations, icons and slides

- Canva: https://www.canva.com/
- Flat Icon: https://www.flaticon.com/
- UnDraw: https://undraw.co/
- Open Doodles: https://www.opendoodles.com/
- Slides Go: https://slidesgo.com/
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.polldaddy.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

In the morning
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

- Description of target groups
- How the offer looked like before
- What was good and what was to reject or improve
- New ideas
- Inspirations
- Evaluation
- Other data
Building main message for an exhibition

Description of target groups

Description of the exhibition

What could be attractive for the target groups?

Evaluation
Building a promotion plan for an exhibition

- Description of target groups
- Inspirations
- Creative proces
- Evaluation
Well prepared data
Films
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 po eksperymentować"
Inspirations
Exercice: tearing of an elephant

All ideas are valuable
Smart
Brave
Hard core

https://www.youtube.com/watch?v=PUKMUZ4tlJg
Based on the team’s experts

Celebrity

Backstage

Instagammable place

Anniversary
Cloud of ideas
Collage
Finishing the workshop with a result
Voting with post-its
Common decision
If the workshop is well prepared it engages the participants and works by itself.
How about your experience?
Any questions: mzajac@polin.pl