Odyssey Networks
Film Screening Data Collection Toolkit for Event Facilitators

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Overview

Thank you for screening *MILWAUKEE 53206* in your community. This toolkit provides how-to instructions for gathering and reporting on particular types of "data" at your screening event/s, including:

- Post-Screening Audience Survey
- Event Attendance
- Audience Testimonials
- Photos
- News Coverage (if any)

When you've completed the data-gathering tasks indicated in this toolkit, please email info@milwaukee53206.com with confirmation and specific requested information (except survey data, which will be captured online).

Post-Screening Survey

We have prepared a post-screening survey for the audience to complete. It can and should be administered and completed entirely online. The survey takes about 10 minutes to complete.

Audience members can complete the survey by visiting this link from their mobile or other Internet-enabled devices: http://bit.ly/mke53206

Administering & Ensuring Participation in the Survey

1) ANNOUNCE THE SURVEY: The event host should announce and remind participants about the survey at each screening. Remind participants their participation in the survey is voluntary but valuable. Responses are anonymous.

2) EXPLAIN HOW IT WORKS: Let people know the survey will take about 10 minutes (or less) to complete. They can do it all online.

3) HELP THE AUDIENCE TO COMPLETE THE SURVEY: After the film is done, encourage participants to take the survey while at the event, and give (and announce) the opportunities to complete it. Here are tips:

    - PROVIDE THE LINK BEFORE THE SCREENING:
      Email the link to signed-up participants in advance of the event. In that email, tell them you'll be asking them to complete the survey right when the screening concludes.

    - PROVIDE THE LINK AT THE SCREENING:
      Immediately after the screening, show the survey link on screen; you can do this very easily by creating a PowerPoint slide to show on the film screen. You might also create paper flyers with the survey link, and pass it out to audience members. Encourage people to visit the survey link immediately from their smartphones, and to complete the survey on site from the audience.

    - PROVIDE THE LINK AFTER THE SCREENING:
      Email participants with the survey URL right after the event, reminding them to complete the

survey if they have not done so already.

Additional Data to Collect & Share

No later than one week after your screening, please share this information with the contact person noted on the first page.

- Overview of the full event: Location, date, specific purpose for the event (if applicable), speakers who participated for Q&A
- The number of attendees (ballpark estimate is fine)
- Names and titles of notable VIPS in attendance (local community leaders, elected officials, mayor, etc.)
- Photos from the event
- Links to news/media stories about the screening (if applicable)
- Any quoted testimonials from audience members (you can capture these either on mobile device, on paper at the event, or anything shared via email after the screening)