# DOCACCESS PLAYLISTS FOR CHANGE

## *EVALUATING YOUR SCREENING / EVENT*

**Slide 1:**

Welcome to the DocAccess playlists for change – this is the Evaluation Module.

**Slide 2:**

This module is designed to provide an introduction to evaluation. In this video we will cover:

- Why you should evaluate?
- What evaluation is in a nutshell
- How to develop an evaluation plan
- And share some data collection ideas for your screening or event

**Slide 3:**

So, let's spend a minute on the reasons why we love evaluation and recommend that you try to build some evaluation in to your screening or event!

There can often be a perception that evaluation is done because it is required - by our funders, for accountability. And this of course can be true, but a well designed evaluation can be so much more.

Evaluation can be really useful to give you an insight into how well your activity is tracking, what has worked well and what could be improved.

It's also a wonderful way to hear from and further engage with your audience following the screening or event, and to better understand their responses to the documentary screening or event and Q&A.

In addition, if you are interested in hosting a screening or event to try to create an impact or contribute to positive change, then evaluation will support you to understand whether and how you have achieved your goals. It provides rich information that enables you to promote your successes following the screening or event. It can build momentum and support future endeavours for fundraising too.

**Slide 4:**

So what is evaluation?

Essentially, at it's heart, evaluation is about establishing VALUE.

That is, capturing whether and why your activity has been of value - to you, your audience, the community, your partners, your stakeholders.

It involves drawing a plausible link between your screening and event and how it has contributed to much needed change.

A basic evaluation can be thought of in relation to three key questions:

- How much did you do?

- How well did you do it?

- Is anyone better off?

**Slide 5:**

Your evaluation plan involves mapping out your intentions and expectations and the ways that you will assess your performance and outcomes.

Like your screening strategy, your evaluation plan should set out your goals and outcomes, your plan for how you will achieve these goals and outcomes through your screening or event and the activities you plan before - mapping out the ways in which you will assess the extent to which you achieved those goals and made a positive difference.

**Slide 6:**

Keep in mind that you can assess your screening or event across a number of different levels

For example, when asking yourself how much did we do or how well did we do it you may want to consider:

Your reach - which could include the number of registrations or attendees and the types of attendees - that is whether you reached the RIGHT people not just the number of people you reached or the response - how did your audience react to the screening or event? What was the sentiment in the room? Were they satisfied, inspired, enraged, motivated?

When asking yourself whether anyone is better off as a result of your screening, you may want to consider outcomes for the individuals at the screening, as well as any positive outcomes at an organisational, community or even systems level - both in the short term, immediately after your screening or down the track.

**Slide 7:**

This slide shares some example outcomes across four levels of change that may be relevant to your documentary screening or event, keeping in mind that while individual outcomes can be somewhat immediate following the documentary screening, other outcomes such as systems change will occur in the long term thanks to ongoing work and partnerships for change.

**Slide 8:**

So let's now talk about audience surveys.

This is the key evaluation tool that we recommend for your documentary screening or event.

When designing your audience survey, there are a number of aspects that can be helpful to include as follows:

- The response to the film, screening and/or event
- Any key reflections or take aways
- Changes in awareness, understanding or attitude as a result of the screening or event
- Increased motivation to take action as well as any intentions to do anything differently after the screening or event, and finally
- An invitation to sign up

You can check out the resources on our website section for an audience survey template.

**Slide 9:**

You can share your survey in many different ways, and often in multiple ways, to try to increase your response rate.

The best way to capture the most feedback is to invite people to provide feedback in person at the end of your event using good old paper and pen.

Depending on your aims, surveys don't need to be too complicated - see an example on the right of a simple feedback mechanism used by the film Happy Sad Man, inviting people to share reflections following each screening and event which were then shared on social media.

Alternatively, we recommend using a QR code so your audience can access the survey during the screening or event.

Following the screening or event, we recommend following up with your attendees with an invitation to complete the survey - this could be via an email or newsletter or posted on social media.

If your screening and Q&A is online, you can link to your survey in the post-zoom set up so when the event finishes audience members can complete a survey straight away.

**Slide 10:**

There are of course other ways to gather information and data about your screening or event.

Photos capturing your audience and their response to the film can be incredibly powerful - a picture says a thousand words. I'm sure you agree that these two examples of screenings of "Delikado" demonstrate the power and emotion in the room.

Audience vox pops or interviews are another popular way to gather insights from your audience about what they thought and the impact on them, and are easily shared following the screening or event.

**Slide 11:**

We would also encourage you to get creative and think outside the box. For example, could you incorporate some interactive polls into your post-screening Q&A?

Could you facilitate a group discussion, use a world cafe workshop format or facilitate a yarn to unpack the film and what the audience might do together to make positive change?

Can you think of a fun activity or game, such as writing feedback and hanging it on display or asking guests to 'vote' by placing their name tag badges in a box corresponding with their response on the way out?

**Slide 12:**

In summary:

- Evaluation is not just a requirement you should aim to fulfil, but rather a tool you can leverage to gain a deep insight into your screening or event, the impact it has had on your audience and the social change it has driven.

- It's important to develop an evaluation plan to map how your activities will help your achieve your goals and outcomes.

- Audience surveys are a powerful tool that can help you gain a better understanding of the response to the documentary, impact on attitudes and the audiences intent to make change happen as a result of your screening or event.

- Other forms of capturing information such as photos interviews and polls can also be used to gain powerful insight.