

ENCORE

Festival and Event Evaluation Kit

A GUIDE TO USING THE ENCORE FESTIVAL AND EVENT EVALUATION KIT

By Leo Jago

With the increase in the number of festivals and events across various locations, consumers are becoming increasingly discerning as to what they expect.

The increased expectations highlight that it is critical for festivals and events to be evaluated for sustainability and ongoing improved performance.

BENEFITS OF USING ENCORE

Encore enables organisers and sponsors to assess the magnitude of new funds that are attracted to the host region and/or state as a result of a festival or event. This enables the economic evaluation to be consistent allowing for comparisons between events.

The Encore Festival and Event Evaluation kit collects key demographic, marketing and visitor satisfaction data that will assist events in being more successful over time.

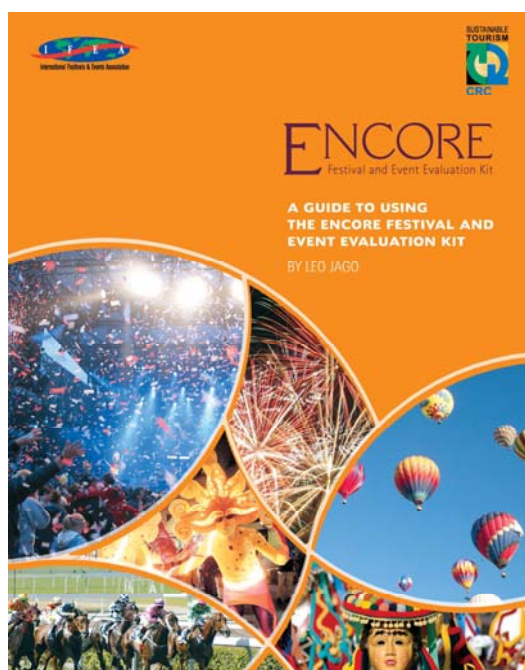
By gathering marketing related data, organisers can determine how attendees learnt about the event, as well as their satisfaction with the experience. With monitoring, organisers can make modifications and improvements to better meet the needs of the market.

USERS

Encore has been designed so that it can be used by people who have not received specific training nor have a background in event evaluation.

COMPONENTS

- Encore has four key modules
 - Demographics ■ Economics ■ Marketing ■ Additional
- These modules allow users to profile event attendees, assess marketing performance and measure the direct in-scope expenditure in the region and state due to an event.
- Encore can produce up to three separate questionnaires to cover attendees, competitors or performers, and exhibitors.
- Encore includes its own survey instrument to collect data from event attendees which may also be collected via PDAs.
- Encore allows users to select from a variety of pre-prepared questions. Most questions can be modified and additional questions may be added as required.
- Encore provides a reporting tool that presents results for each question in both tabular and graphical forms which can be printed as a report or copied into company reports.
- Setup for international markets so that events in different countries using different currencies can be evaluated.



PRICE:

Hardcopy (Manual with CD-Rom): \$450

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