**M&E briefing notes for LOGG Micropolis**

Postcards

The postcards are for the purpose of assessing the experience of audiences of the Land of Green Ginger Micropolis Act.

Rather than carrying out surveys on-site, we have chosen to collect audience contact details so that we can either speak to audience members about their experience on the phone, or we can send out a survey by email.

Volunteers should ask visitors if they are happy to complete thee postcard themselves, or if they would like them to do it on their behalf.

Please answer 'Micropolis' to the first question and list any other LOGG events they have attended on the second question. We would then invite visitors to provide their contact details including email address or telephone number or both, so that we can speak to them or send an online survey based on their experience at Micropolis.

Volunteers should emphasise that their details will not be used for any other purpose, unless they agree to taking part in further research when completing the survey itself.

If audience members do not wish to take park in further research, they can still fill out the rest of the questions. Postcode and age information will help us to map our audiences.

Volunteers are welcome to fill out a postcard if they have visited as a member of the public, but we would only ask them to fill out one each.

We have found at recent exhibitions that members of the public have been taking the postcards away with them as souvenirs, which we would like to avoid as much as possible. The postcards are strictly for monitoring and evaluation purposes and each postcard which goes missing means one less audience member we can evaluate. We suggest that postcards are kept either on your person or somewhere handy, rather than them being displayed with leaflets etc.

These will be collected at the end of the project so that we can contact audience members shortly after they have visited.

Key question on tablet

Volunteers will be asking visitors a key question using the tablet as they are leaving, which reads "How much did this experience inspire your imagination?" This question should be read out exactly as it is on the tablet. The Volunteer should hold the tablet and not pass it over to audience members. Please click the option the visitor indicates, followed by done. The survey will then flick around to the same page ready for the next response.