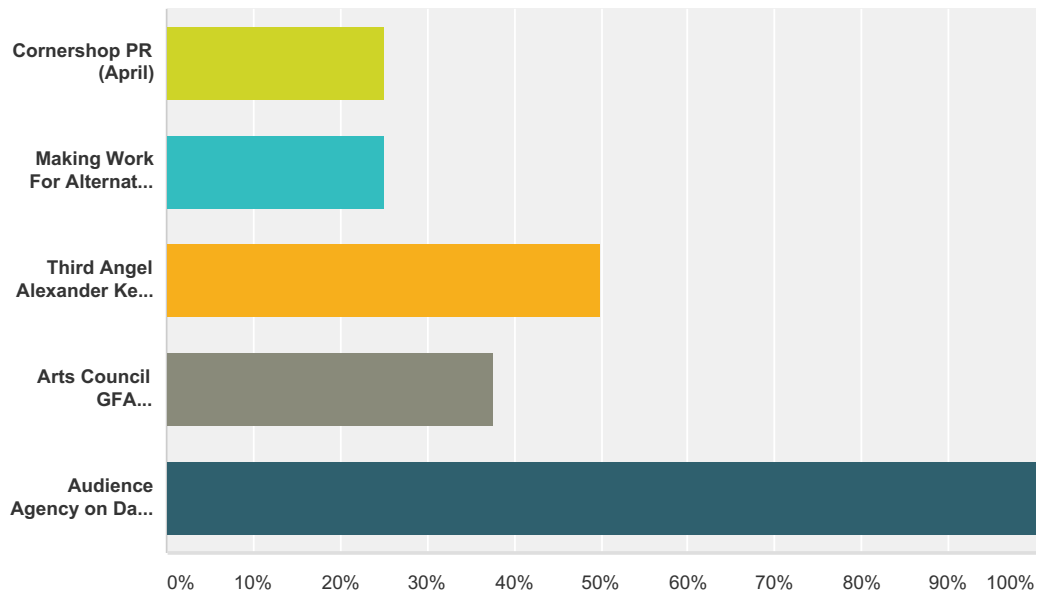


THEATRE PROFESSIONALS MASTERCLASSES

Q1 Which of the following events have you attended?(Please tick all that apply)

Answered: 8 Skipped: 0

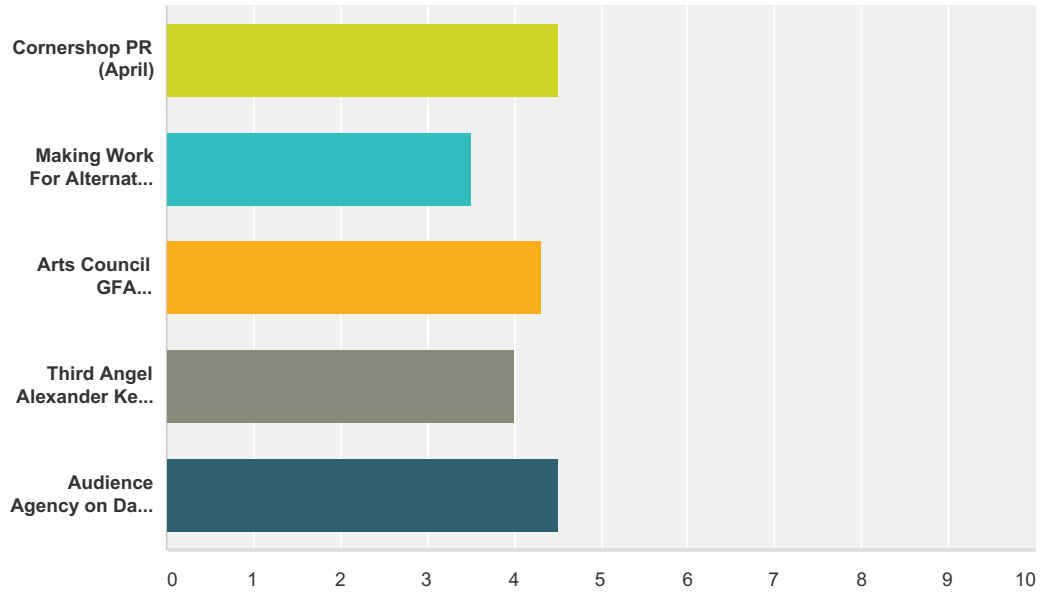


Answer Choices	Responses
Cornershop PR (April)	25.00% 2
Making Work For Alternative Spaces (May)	25.00% 2
Third Angel Alexander Kelly Inviting Audiences (June)	50.00% 4
Arts Council GFA Presentation (June)	37.50% 3
Audience Agency on Data (June)	100.00% 8
Total Respondents: 8	

THEATRE PROFESSIONALS MASTERCLASSES

Q2 For the following Masterclasses, please rate the following on a scale of 0 to 5, where 0 is 'Poor' and 5 is 'Excellent'. Pre-event communications and response to any queries

Answered: 8 Skipped: 0

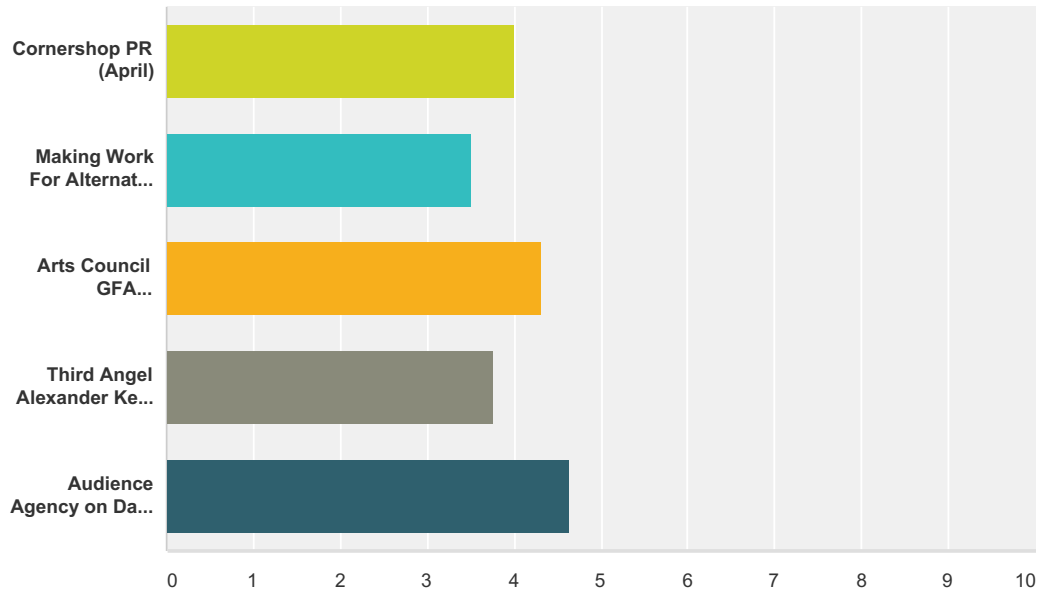


	Poor0	1	2	3	4	Excellent5	Don't remember	Total	Weighted Average
Cornershop PR (April)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	2	4.50
Making Work For Alternative Spaces (May)	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	0.00% 0	2	3.50
Arts Council GFA Presentation (June)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	66.67% 2	33.33% 1	0.00% 0	3	4.33
Third Angel Alexander Kelly Inviting Audiences (June)	0.00% 0	0.00% 0	0.00% 0	25.00% 1	50.00% 2	25.00% 1	0.00% 0	4	4.00
Audience Agency on Data (June)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	50.00% 4	50.00% 4	0.00% 0	8	4.50

THEATRE PROFESSIONALS MASTERCLASSES

Q3 Location of the training venue

Answered: 8 Skipped: 0



	Poor0	1	2	3	4	Excellent5	Don't remember	Total	Weighted Average
Cornershop PR (April)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	0.00% 0	2	4.00
Making Work For Alternative Spaces (May)	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	0.00% 0	2	3.50
Arts Council GFA Presentation (June)	0.00% 0	0.00% 0	0.00% 0	33.33% 1	0.00% 0	66.67% 2	0.00% 0	3	4.33
Third Angel Alexander Kelly Inviting Audiences (June)	0.00% 0	0.00% 0	0.00% 0	50.00% 2	25.00% 1	25.00% 1	0.00% 0	4	3.75
Audience Agency on Data (June)	0.00% 0	0.00% 0	0.00% 0	12.50% 1	12.50% 1	75.00% 6	0.00% 0	8	4.63

THEATRE PROFESSIONALS MASTERCLASSES

Q4 If there is anything else that you would like to share in relation to the venue and the administration of the events, please do so in the box below:

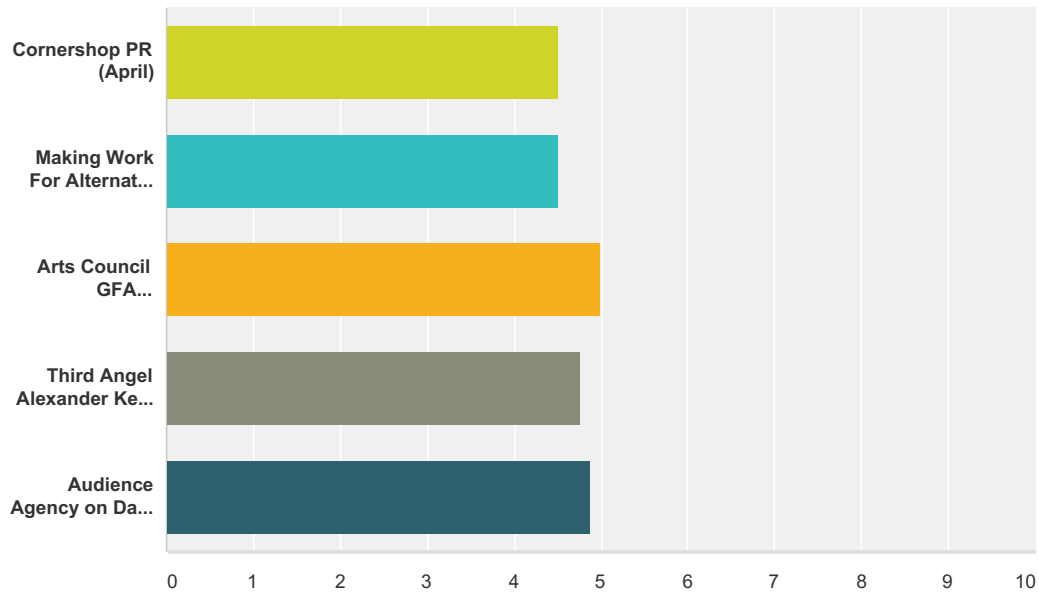
Answered: 3 Skipped: 5

#	Responses	Date
1	Both courses have been run very well thank you for the invites	6/22/2017 5:59 PM
2	The venues were all fine. The times of the meetings might have put one or people off, is the only drawback I can think of.	6/22/2017 5:11 PM
3	Very nice to have had refreshments at each. The venues all worked for the size of the groups.	6/22/2017 4:30 PM

THEATRE PROFESSIONALS MASTERCLASSES

Q5 Thinking about your experience at each Masterclass, please rate on a scale of 1 to 5 how strongly you disagree or agree with the following statements, where 1 is 'Strongly disagree' and 5 is 'Strongly agree'. "I received a warm and friendly welcome on arrival"

Answered: 8 Skipped: 0

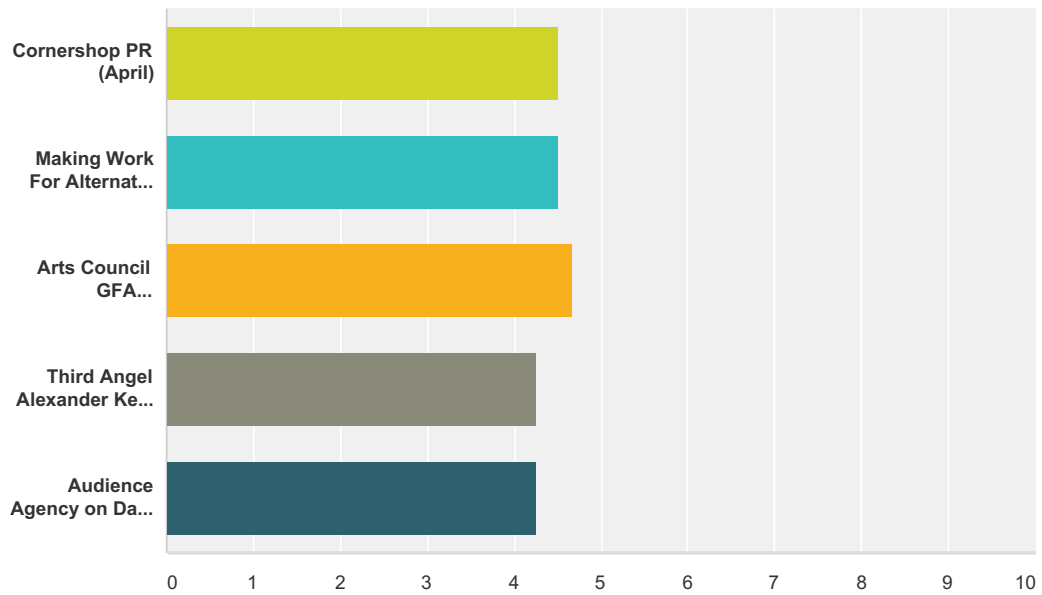


	Strongly disagree1	2	3	4	Strongly agree5	Don't remember	Total	Weighted Average
Cornershop PR (April)	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	2	4.50
Making Work For Alternative Spaces (May)	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	2	4.50
Arts Council GFA Presentation (June)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 3	0.00% 0	3	5.00
Third Angel Alexander Kelly Inviting Audiences (June)	0.00% 0	0.00% 0	0.00% 0	25.00% 1	75.00% 3	0.00% 0	4	4.75
Audience Agency on Data (June)	0.00% 0	0.00% 0	0.00% 0	12.50% 1	87.50% 7	0.00% 0	8	4.88

THEATRE PROFESSIONALS MASTERCLASSES

Q6 "Information about what would happen during the Masterclass was clear"

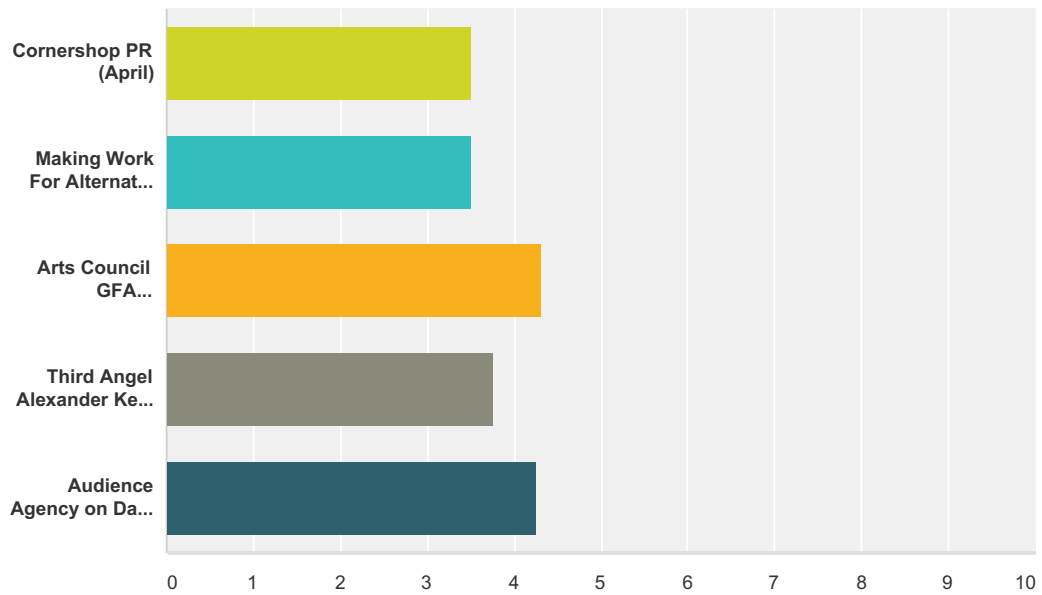
Answered: 8 Skipped: 0



	Strongly disagree1	2	3	4	Strongly agree5	Don't remember	Total	Weighted Average
Cornershop PR (April)	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	2	4.50
Making Work For Alternative Spaces (May)	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	2	4.50
Arts Council GFA Presentation (June)	0.00% 0	0.00% 0	0.00% 0	33.33% 1	66.67% 2	0.00% 0	3	4.67
Third Angel Alexander Kelly Inviting Audiences (June)	0.00% 0	0.00% 0	0.00% 0	75.00% 3	25.00% 1	0.00% 0	4	4.25
Audience Agency on Data (June)	0.00% 0	0.00% 0	12.50% 1	50.00% 4	37.50% 3	0.00% 0	8	4.25

Q7 "I was given time to ask all my questions"

Answered: 8 Skipped: 0

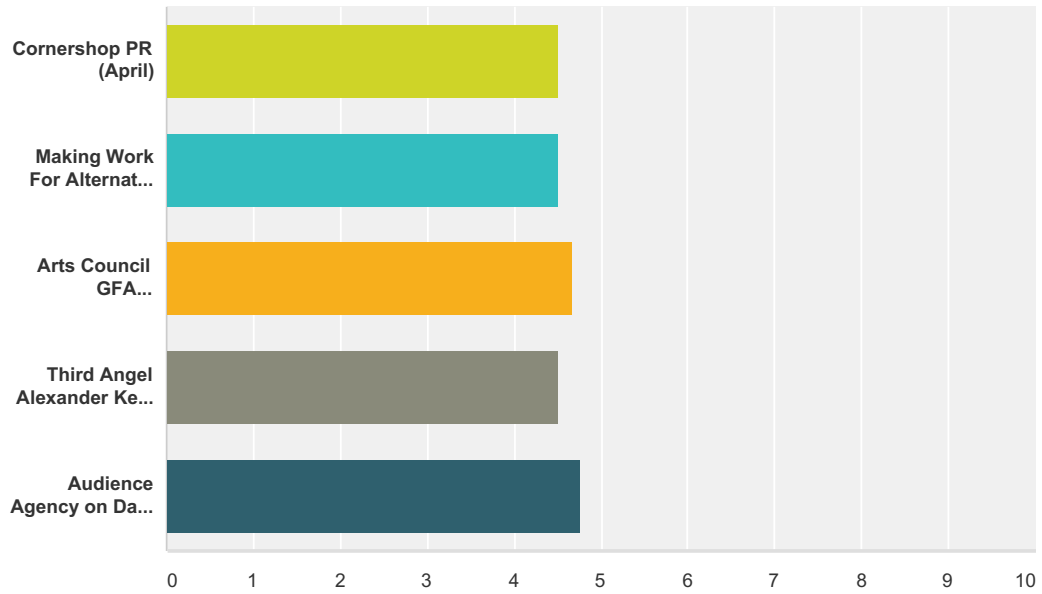


	Strongly disagree1	2	3	4	Strongly agree5	Don't remember	Total	Weighted Average
Cornershop PR (April)	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	0.00% 0	2	3.50
Making Work For Alternative Spaces (May)	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	0.00% 0	2	3.50
Arts Council GFA Presentation (June)	0.00% 0	0.00% 0	0.00% 0	66.67% 2	33.33% 1	0.00% 0	3	4.33
Third Angel Alexander Kelly Inviting Audiences (June)	0.00% 0	0.00% 0	25.00% 1	75.00% 3	0.00% 0	0.00% 0	4	3.75
Audience Agency on Data (June)	0.00% 0	0.00% 0	12.50% 1	50.00% 4	37.50% 3	0.00% 0	8	4.25

THEATRE PROFESSIONALS MASTERCLASSES

Q8 "I enjoyed the Masterclass"

Answered: 8 Skipped: 0

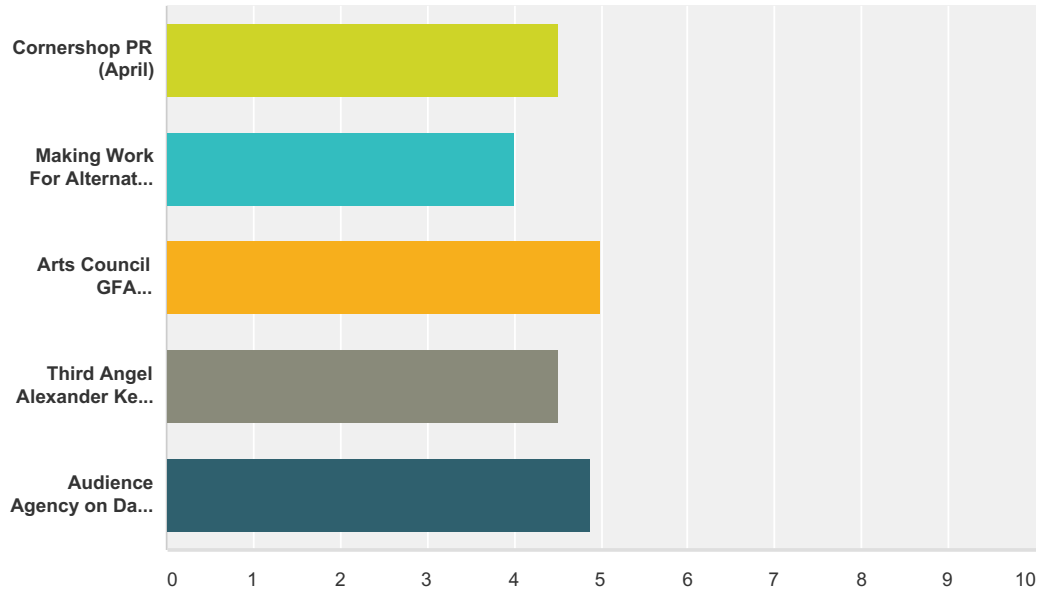


	Strongly disagree ¹	2	3	4	Strongly agree ⁵	Don't remember	Total	Weighted Average
Cornershop PR (April)	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	2	4.50
Making Work For Alternative Spaces (May)	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	2	4.50
Arts Council GFA Presentation (June)	0.00% 0	0.00% 0	0.00% 0	33.33% 1	66.67% 2	0.00% 0	3	4.67
Third Angel Alexander Kelly Inviting Audiences (June)	0.00% 0	0.00% 0	0.00% 0	50.00% 2	50.00% 2	0.00% 0	4	4.50
Audience Agency on Data (June)	0.00% 0	0.00% 0	0.00% 0	25.00% 2	75.00% 6	0.00% 0	8	4.75

THEATRE PROFESSIONALS MASTERCLASSES

Q9 How would you rate the following aspects of the events you attended on a scale of 0-5, where 0 is 'Poor' and 5 is 'Excellent'.The quality of the trainer:

Answered: 8 Skipped: 0

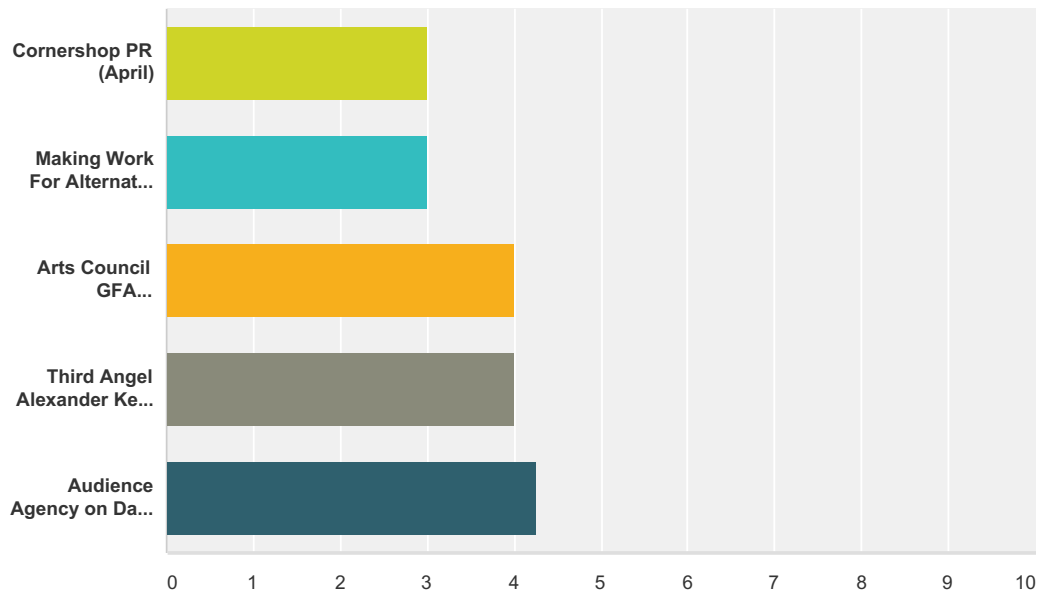


	Poor0	1	2	3	4	Excellent5	Don't remember	Total	Weighted Average
Cornershop PR (April)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	2	4.50
Making Work For Alternative Spaces (May)	0.00% 0	0.00% 0	0.00% 0	50.00% 1	0.00% 0	50.00% 1	0.00% 0	2	4.00
Arts Council GFA Presentation (June)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 3	0.00% 0	3	5.00
Third Angel Alexander Kelly Inviting Audiences (June)	0.00% 0	0.00% 0	0.00% 0	25.00% 1	0.00% 0	75.00% 3	0.00% 0	4	4.50
Audience Agency on Data (June)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	12.50% 1	87.50% 7	0.00% 0	8	4.88

THEATRE PROFESSIONALS MASTERCLASSES

Q10 Opportunities to interact and share ideas with other attendees:

Answered: 8 Skipped: 0

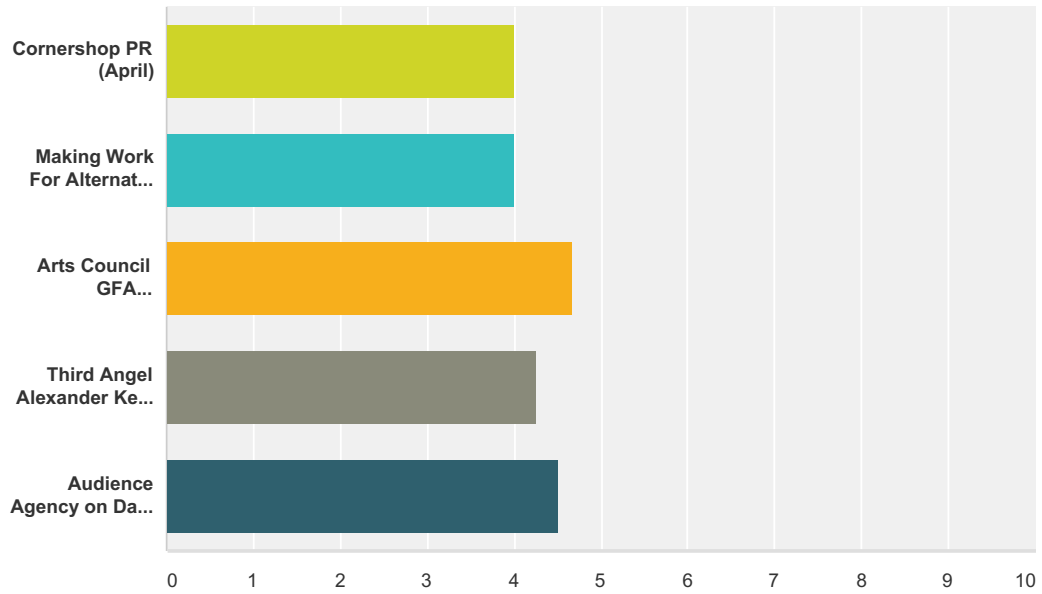


	Poor0	1	2	3	4	Excellent5	Don't remember	Total	Weighted Average
Cornershop PR (April)	0.00% 0	0.00% 0	50.00% 1	0.00% 0	50.00% 1	0.00% 0	0.00% 0	2	3.00
Making Work For Alternative Spaces (May)	0.00% 0	0.00% 0	50.00% 1	0.00% 0	50.00% 1	0.00% 0	0.00% 0	2	3.00
Arts Council GFA Presentation (June)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 3	0.00% 0	0.00% 0	3	4.00
Third Angel Alexander Kelly Inviting Audiences (June)	0.00% 0	0.00% 0	0.00% 0	25.00% 1	50.00% 2	25.00% 1	0.00% 0	4	4.00
Audience Agency on Data (June)	0.00% 0	0.00% 0	0.00% 0	25.00% 2	25.00% 2	50.00% 4	0.00% 0	8	4.25

THEATRE PROFESSIONALS MASTERCLASSES

Q11 Overall atmosphere created:

Answered: 8 Skipped: 0



	Poor0	1	2	3	4	Excellent5	Don't remember	Total	Weighted Average
Cornershop PR (April)	0.00% 0	0.00% 0	0.00% 0	50.00% 1	0.00% 0	50.00% 1	0.00% 0	2	4.00
Making Work For Alternative Spaces (May)	0.00% 0	0.00% 0	0.00% 0	50.00% 1	0.00% 0	50.00% 1	0.00% 0	2	4.00
Arts Council GFA Presentation (June)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33.33% 1	66.67% 2	0.00% 0	3	4.67
Third Angel Alexander Kelly Inviting Audiences (June)	0.00% 0	0.00% 0	0.00% 0	25.00% 1	25.00% 1	50.00% 2	0.00% 0	4	4.25
Audience Agency on Data (June)	0.00% 0	0.00% 0	0.00% 0	12.50% 1	25.00% 2	62.50% 5	0.00% 0	8	4.50

THEATRE PROFESSIONALS MASTERCLASSES

Q12 In the box below, please provide further details about the answers you gave above:

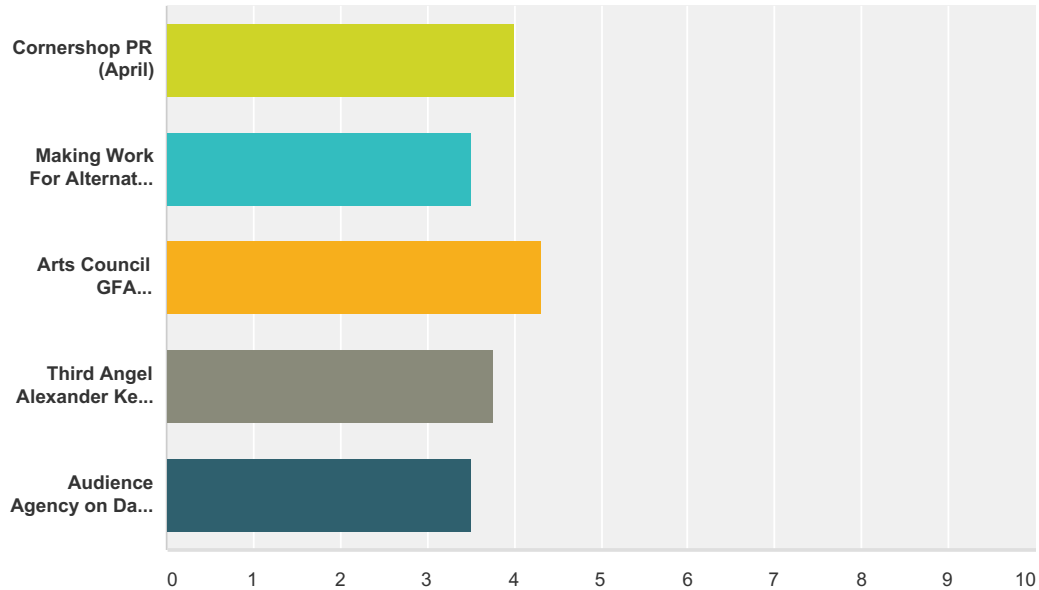
Answered: 5 Skipped: 3

#	Responses	Date
1	The presenters were all open and accessible (as far as time allowed) and had put a lot of work into preparing.	6/22/2017 5:16 PM
2	Two hours did not seem long enough for most of the sessions. There was the opportunity to stay back and ask questions if you wanted. It would be very useful to be able to have copies of the powerpoints used sent to participants. Hull needs some type of central source of information and resources and more collaboration of practitioners.	6/22/2017 4:36 PM
3	Liked the masterclass intention and feel that something is happening. For too long this area has been neglected by the arts. Interested in the legacy going on from 2017 and how to implement information from classes.	6/22/2017 3:37 PM
4	The trainer was an excellent speaker and gave everyone plenty of opportunities to input or ask questions.	6/22/2017 3:27 PM
5	Could have moved around the room more to engage with other participants and share ideas.	6/22/2017 2:49 PM

THEATRE PROFESSIONALS MASTERCLASSES

Q13 As a result of attending the events, please rate on a scale of 0 to 5 how much more or less confident you feel about that subject, where 0 is 'Much less confident' and 5 is 'Much more confident':

Answered: 8 Skipped: 0

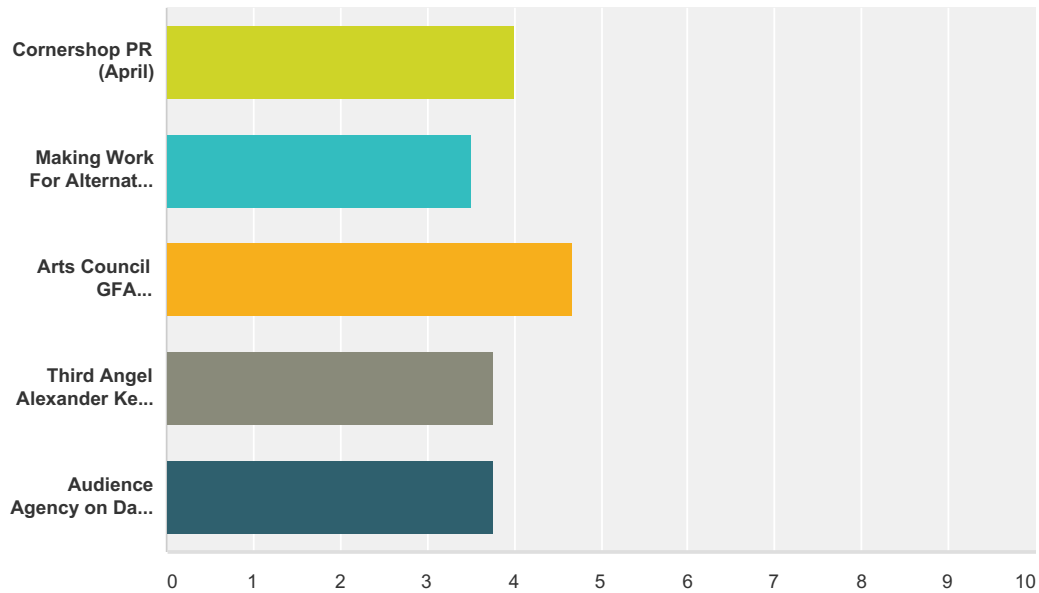


	Much less confident0	1	2	3	4	Much more confident5	Not sure	Total	Weighted Average
Cornershop PR (April)	0.00% 0	0.00% 0	0.00% 0	50.00% 1	0.00% 0	50.00% 1	0.00% 0	2	4.00
Making Work For Alternative Spaces (May)	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	0.00% 0	2	3.50
Arts Council GFA Presentation (June)	0.00% 0	0.00% 0	0.00% 0	33.33% 1	0.00% 0	66.67% 2	0.00% 0	3	4.33
Third Angel Alexander Kelly Inviting Audiences (June)	0.00% 0	0.00% 0	0.00% 0	25.00% 1	75.00% 3	0.00% 0	0.00% 0	4	3.75
Audience Agency on Data (June)	0.00% 0	0.00% 0	0.00% 0	62.50% 5	25.00% 2	12.50% 1	0.00% 0	8	3.50

THEATRE PROFESSIONALS MASTERCLASSES

Q14 As a result of attending the events, please rate on a scale of 0 to 5 the extent to which you gained new skills or knowledge about the subjects presented, where 0 is 'Gained no new skills or knowledge' and 5 is 'Gained significant new skills and knowledge.':

Answered: 8 Skipped: 0



	Gained no new skills or knowledge0	1	2	3	4	Gained significant new skills and knowledge5	Don't remember	Total	Weighted Average
Cornershop PR (April)	0.00% 0	0.00% 0	0.00% 0	50.00% 1	0.00% 0	50.00% 1	0.00% 0	2	4.00
Making Work For Alternative Spaces (May)	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	0.00% 0	2	3.50
Arts Council GFA Presentation (June)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33.33% 1	66.67% 2	0.00% 0	3	4.67
Third Angel Alexander Kelly Inviting Audiences (June)	0.00% 0	0.00% 0	0.00% 0	25.00% 1	75.00% 3	0.00% 0	0.00% 0	4	3.75
Audience Agency on Data (June)	0.00% 0	0.00% 0	0.00% 0	50.00% 4	25.00% 2	25.00% 2	0.00% 0	8	3.75

THEATRE PROFESSIONALS MASTERCLASSES

Q15 Thinking about all the events that you have attended so far, what is / are the most interesting thing(s) that you have learnt?

Answered: 7 Skipped: 1

#	Responses	Date
1	Lots of information about the ACE application which will help with our applications.	6/22/2017 6:05 PM
2	That the work of identifying and approaching audiences is done so professionally in the theatre and related worlds. I've had ideas in the direction of PR and marketing in the past, but without the knowledge and resources and connections and, basically, the confidence I needed to build on them. Now I have those things, or at least the access to develop them.	6/22/2017 5:31 PM
3	In some respects the most significant thing that was learned was that I am on the right track, but that there is also so much more to do.	6/22/2017 4:41 PM
4	To be patient. And to do lots of research.	6/22/2017 3:41 PM
5	Learned how to access secondary research.	6/22/2017 3:30 PM
6	How audience figures are collated and how their use is relevant or not to my work.	6/22/2017 3:09 PM
7	I have discovered new sources of secondary research that we can use as a team to assist with our existing research into audiences.	6/22/2017 2:51 PM

THEATRE PROFESSIONALS MASTERCLASSES

Q16 In what way(s), if any, have you used what you learnt in these events to further develop as an artist?

Answered: 6 Skipped: 2

#	Responses	Date
1	N/A - Helped more in administration capacity as I am not a performing artist	6/22/2017 6:05 PM
2	It's difficult to be concrete, but I feel confident to stand back from the whole process and plan to make it more effective.	6/22/2017 5:31 PM
3	There has been some networking and where possible we have tried to apply some of the general information gained.	6/22/2017 4:41 PM
4	Still too early to say.	6/22/2017 3:41 PM
5	Not applicable	6/22/2017 3:30 PM
6	I hope to look further into local statistics to find ways of increasing engagement from different sections of the community for specific projects.	6/22/2017 2:51 PM

THEATRE PROFESSIONALS MASTERCLASSES

Q17 In what way, if any, could the events you attended have been improved?

Answered: 7 Skipped: 1

#	Responses	Date
1	Audience masterclass could have done a practical activity e.g. show use of the audience agency website.	6/22/2017 6:05 PM
2	The times were ok for me because I'm retired. I guess the professionals who gave their time were only available at certain times. I know one or two people who couldn't come at those times. A couple more handouts might have been useful (I know that sounds dull, but) along the lines of maybe bullet points on 'these are the points we've covered', and 'here's what you can do next, with the website addresses'. Equally there was a lot of knowledge on offer, and it's up to the attendees to make use of it now.	6/22/2017 5:31 PM
3	Possibly longer sessions in order to ask more questions and to network.	6/22/2017 4:41 PM
4	Some classes I didn't know some of the other attendees which was a shame.	6/22/2017 3:41 PM
5	It could have easily been three hours long to allow the trainer to complete his presentation. I feel that some of the other attendees may have found a workshop useful, to find out more info on what was specific to them.	6/22/2017 3:30 PM
6	none	6/22/2017 3:09 PM
7	More capacity for other team members to attend, more ideas sharing between participants.	6/22/2017 2:51 PM

THEATRE PROFESSIONALS MASTERCLASSES

Q18 What other training topics/subjects would be of most use to you? (provide up to 3 suggestions)

Answered: 6 Skipped: 2

Answer Choices	Responses
Choice 1:	100.00% 6
Choice 2:	83.33% 5
Choice 3:	66.67% 4

#	Choice 1:	Date
1	Voice training, in moden contexts.	6/22/2017 5:36 PM
2	Writing for theatre	6/22/2017 4:53 PM
3	Practical introduction to use of social media for marketing, etc. Actually going through hands on setting up for Facebook, Instagram, etc. plus current on-line tools, etc.	6/22/2017 4:46 PM
4	How to mount multi-platform projects	6/22/2017 3:44 PM
5	playwright master class	6/22/2017 3:11 PM
6	Advanced social media advertising techniques	6/22/2017 2:52 PM

#	Choice 2:	Date
1	Training for new directors, and how to get experience of using it.	6/22/2017 5:36 PM
2	Setting up and conducting auditions to cast projects	6/22/2017 4:46 PM
3	Agents/wellknown writers talk	6/22/2017 3:44 PM
4	small scale touring, all aspects	6/22/2017 3:11 PM
5	SEO techniques for copywriting	6/22/2017 2:52 PM

#	Choice 3:	Date
1	Mixing media, e.g. using film in theatre work,	6/22/2017 5:36 PM
2	Networking sessions - raising awareness of who is out there and what they can do for possible collaboration	6/22/2017 4:46 PM
3	Director workshop	6/22/2017 3:44 PM
4	the business side of running a small company	6/22/2017 3:11 PM