BACK TO OURS: ARTIST / PROMOTER NAME

**CONSULTANT GUIDE FOR ARTIST / PROMOTER DEPTH INTERVIEWS**

**Concept**

How did your involvement in the Back to Ours festival come about? [Probe: Did you approach Hull 2017, or did they approach you?]

What was it about the concept for the Back to Ours festival that interested you? [Probe: What were the main motivations for you choosing to get involved?]

**Project Location**

How appropriate do you feel the venues you / your acts were programmed in were for the show? [Probe: strengths, weaknesses, reflections on its appropriateness to show’s narrative]

And how did these venues compare to traditional performance spaces? [Probe: size and quality of performance space; technical setup; audience]

**Professional Development**

**Artists:** To what extent, and in what ways, do you feel that you have been challenged by presenting your work at Back to Ours? [Probe: In what way, if any, did you adapt your performance? If so, why?]

**Artists:** How does your Back to Ours experience compare to other festivals you have performed at? [Probe: audience reaction; artist liaison; venue support; tech support, etc.]

**Promoters:** To what extent, and in what ways, do you feel you have been challenged by promoting acts for Back to Ours?

**Promoters:** To what extent, and in what ways, do you feel your acts have been challenged by presenting their work at Back to Ours? [Probe: In what way, if any, did they adapt their performances? If so, why?]

**Promoters:** How does your Back to Ours experience compare to previous festivals that you have promoted acts for? [Probe: audience reaction; artist liaison from staff team;

**Both:** How likely would you be to get involved in a future Back to Ours festival, or event with a similar concept? Why?

**Both:** What most surprised you about your Back to Ours experience?

**Both:** What was the biggest challenge about your Back to Ours experience?

**Hull 2017 as Partner**

How has Hull 2017 and its partners performed in the following areas, if applicable, and why?

* Contracting;
* Commissioner
* Production Planning;
* Marketing and promotions;
* Venue Management.

Do you have any further comments on the project?