**WOW HULL – CIRCLE OF FRIENDS DISCUSSION GUIDE**

* Introduce yourself, and stress that you are a freelance researcher, and not a member of Hull 2017 staff. This is to ensure an objective approach to the research and enable them to be honest and open.
* Explain that your keen to find out about their involvement and experience with Hull’s first WOW festival, including feedback on the festival concept, exploring the planning and development of the programme, and the delivery of the events themselves and the audience reaction.
* The answers they provide will help Hull 2017 measure its performance, and identify where it needs to adapt and improve; feeding directly into how other projects are delivered in 2017.
* With an eye on WOW Hull becoming a regular occurrence in Hull’s arts and culture programme, their feedback will also provide learnings for future iterations of the festival and be a key source if information for organisers.
* Answers will also enable Hull 2017 to provide evidence to its funders about the difference its projects make to those involved in delivery.

Please be assured that all your answers will remain completely anonymous and be treated with the strictest confidence. It's really important that you give us honest feedback, whether positive or negative, in order that we can give as true a representation as possible of your views.

1. When the WOW team first approached you, was it that made you want to get involved with the project? *Prompt: Have you previously been involved in gender quality events? Was it because of City of Culture status? Was it something different and new?*
2. Thinking about the programming of WOW, how involved did you feel in putting programme together, and how did this compare with your hopes and expectations when you agreed to take part?
3. Which Think-Ins did you attend? How effective do you feel these sessions were in drawing out important issues on gender equality? Do you feel that the final programme at the Festival reflected what you heard at the Think-Ins?
4. What did you expect the main challenges to be when bringing WOW to Hull? *Prompt: Audience reaction or ticket sales? Issues around the concept?*
5. How effective do you feel the marketing and communications were for the WOW Think-Ins and the festival itself? *Prompt: Print, digital (website, social media, etc.), press and media coverage. Did you feel like the Think-Ins and festival were publicised well? How could it have been improved? What were the main challenges?*
6. How effective have the Hull 2017 Team been in project managing WOW? *Prompt: Was there adequate communication? What has worked well? What needs to be improved?*
7. Did WOW Hull align with your hopes and expectations after being involved in the planning and programming of the festival? *Prompt: What do you think went well? What could have been improved?*
8. What, if anything, surprised you about WOW Hull? *Prompt: Audience reaction*? *Topics covered? Level of interest in gender equality within the city?*
9. Has your involvement in WOW Hull impacted on you in any way? *Prompt: Think about professional development, your career. Have you done anything new or unexpected? Have you gained any new skills?*
10. Have you learnt anything new about Hull’s communities as a result of being involved in WOW?
11. Measures of success: What would you say are the key measures of success for the WOW festival? *Prompt: Is it audience numbers? Is it about people within the community learning something new? Is it about the feeling within the community?*
12. What do you expect to be the legacy of WOW in Hull?
13. How keen would you be to stay involved in the promotion of gender equality or events in the future?
14. Is there anything else that we’ve not managed to cover, that you wish to share?