**Land of Green Ginger: 7 Alleys - Information Sheet for M&E Volunteers**

**Before the Performance (8pm – 9pm):**

Your role is to gather contact information from audience members who attend the performance, in order to do follow up audience research in the two weeks after the performances. You will need to collect their name, telephone number, postcode, age, and number of people in their group. Additionally, also collect their email address if the audience member has one and is willing to share it.

Please be mindful when deciding the best positions to stand, in relation to the audience, queues and spaces within East Park. If a queue develops outside the gates it may be best to collect audience members details as they are waiting to enter, otherwise try to speak to people as they move towards the area where they will wait for the performance to start.

Body language is important so approach people with a smile and eye contact. You’ll need to explain why you are collecting their details and give the option of whether they want to participate, so try to use the following script:

**“We’re interested in finding out about your experience tonight, so we are collecting contact details to do some research over the next week. Would you be willing for someone to get in touch for an interview with you?”**

At the end of your conversation, thank them for their time. It should take 2-3 minutes to complete each individuals' details. Please try and speak to as many audience members as you can in the time you have and ensure that all entries are legible. We encourage you to actively approach a range of different people to get a representative sample of the audience. Be mindful not to approach any children (e.g. under 16s). At the end of your shift please return all completed forms to the event lead.

**After the Performance (10.15pm - 10.30pm):**

At the end of the performance you will be responsible for collecting responses to a single question survey using a tablet. The survey can be found at [www.surveymonkey.com/r/7alleys](http://www.surveymonkey.com/r/7alleys) if not already set up on the tablet. It asks the question 'How much did this experience inspire your imagination?' And audience members should respond on a scale of 1 (not at all) - 5 (a lot). A paper copy for recording a tally sheet is provided should the tablet stop working for any reason.

Please be mindful when deciding the best positions to stand, in relation to the audience, crowds and spaces within East Park. The best place is likely to be just to the side a short way before the exit gates. Please try to talk to as many people as possible and multiple people within a group are welcome to participate. However, please also be mindful that the audience members need to leave the site quickly and the production staff will be encouraging them to do so.