

The Campaign for Drawing Evaluation Form 2010

Name (optional):

Organisation (optional):

To indicate your answer: circle on hard copy, use 'bold' if emailing the form

1. Please specify type of organisation: museum/gallery heritage library school other

2. Approximately how many people attended your Big Draw event(s)?

Was this more / the same / less than you expected?

3. Who was your target audience?

Did you reach your target audience? Yes No

4. Did the Big Draw help to increase attendance on the day? **Yes** No

5. Did you advertise / promote your event? Yes No

If yes, please give details:

6. Did your event receive coverage in local press / radio / TV / national press / radio / TV?

7. Did you use one of our themes? Yes No

Is it useful to have a changing theme? Yes No

8. Please specify the promotional materials you used from our website:

Press Guide Yes No

Funding Advice Yes No

Logos Yes No

Public information leaflet Yes No

Why Draw quotes Yes No

Quentin Blake poster Yes No

Join the Big Draw poster Yes No

Generic poster/flyer template Yes No

Banner/badges/bookmark/stickers Yes No

Others (please specify)

If none, please give reason(s)

9. Please suggest additional publicity materials you would find useful:

10. Would you be interested in attending a day's regional training seminar?

Very interested Interested Quite Interested Not Interested

11. Do you have any further suggestions on how to make The Big Draw 2011 more effective?

12. Was your Big Draw event part of a wider programme of drawing events? Yes No
 May it lead to more frequent drawing activities? Yes No
 Will it influence your future programme? Yes No
 Please give details:

13. Did you partner another organisation or initiative for your event? Yes No
 (eg. Family Learning, Black History Month, NIACE, art club, town hall, scout group)
 If yes, please give details:

14. How successful would you rate the event(s) you held for the Big Draw 2008?
 (please circle)
 Very Successful 1 2 3 4 5 Unsuccessful

15. How successful would you rate the Big Draw as a national campaign?
 (please circle)
 Very Successful 1 2 3 4 5 Unsuccessful

16. Will your venue / organisation take part in the Big Draw 2011? Yes No

We appreciate your feedback, which **will not** influence assessment of the **Drawing Inspiration Awards**. Please return your form by **1 December 2010** to:

Big Draw Evaluation, The Campaign for Drawing, 7 Gentleman's Row, Enfield EN2 6PT
 Email: admin@campaignfordrawing.org