



MK50 Evaluation Pack

How to measure the impact of your event and record a memory of your activity for inclusion on the MK50 website



Thank you for being part of the MK50 programme. This Evaluation Pack will briefly explain how to evaluate your event.

Good evaluation is important because it will help you measure the impact of your event and build on your success, making future events even better. It can help raise the profile of your organisation and your work after the event and may help you get support for future events. Your information will also help us to tell the story of MK50, and all the great events that people have organised.

There are several ways in which you can help us measure the impact of your event:

Information about the people that came to your event

Please collect some information from your attendees and feed back to us.

1. Count your visitors and audiences

Whether selling tickets, counting people at the door, or giving out stickers, keep a note of how many people attended the event. How many are adults (16+) and how many are children and young people (up to 15).

2. Collect comments

Try to collect comments from people who attended your event to see what they thought about the activity; this can also help you improve your event in the future. You might do this through comments cards, or by recording people talking about the event using a mobile phone.

3. Collect postcodes from as many people as possible

Perhaps in return for a sticker or by asking volunteers to collect them from attendees (postcodes do not tell us exactly where people live, but they give us enough information to see where people have travelled from).

See the [MK50 website](#) for a printable form, which will help you collect comments and post codes from your visitors.

4. Take pictures showing how well your event went

IMPORTANT: Ensure you ask permission of parents/guardians before taking pictures of children or vulnerable adults. Getting permission will allow you (and us) to use your photos for future publicity and promotion.

Send the information to us

After your event, please email us at: culture@milton-keynes.gov.uk telling us:

- The name of your event and the name of the organiser (person or organisation)
- The date of your event
- Where the event took place
- How many people came to your event
- A list of comments
- A list of post codes

Use Social Media to show the world how well your event went

Post on Facebook and Twitter using the hashtag #MK50, so we can find your pictures.

Send us a memory of your event

Send us up to three really great pictures (email web-ready versions or send a dropbox link if they are bigger) and up to 250 words about what you did and we will add it to our 'MK50 Memories' page on the www.mk50.co.uk website. When you email us please be sure to put 'MK50 Memory' in the subject line and tell us:

- What your event was?
- When it took place?
- What entertainment or activities did you run?
- How many people came? Where there lots of children?
- Did people enjoy the event – did you receive positive comments?
- What will happen next – have you got similar events planned for the future, have you made new friends in your area, or do you want to do something event bigger?
- Whether you are giving us permission to use your photos for helping us to publicise MK50 and future publicity, promotion and fundraising.

Email to us at: culture@milton-keynes.gov.uk

For more information

To find the e-version of this pack please visit: www.mk50.co.uk/resources

For more information about MK50, to download the logo, find the Events Toolkit, or see What's On, please visit the website: www.mk50.co.uk