



You can complete your evaluation of the event online at www.openupsheffield.co.uk
Please give as much information as you can to help Open Up Sheffield improve future events for both artists and visitors. Your details will be used solely for evaluation of the event. All information will be treated anonymously. Broad findings will be shared with artists on the website and at the AGM. Thank you for your time and support.

1 Name of Artist / Studio /Group:

2 How likely are you to apply next year?

very likely	likely	possibly	unlikely	definitely not	Don't know
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3 Why did you take part in Open Up this year? (please tick any that apply)

To sell work	<input type="checkbox"/>	To obtain critique of my work	<input type="checkbox"/>
To keep in touch with clients	<input type="checkbox"/>	To support /be part of the Sheffield art scene	<input type="checkbox"/>
To gain new clients	<input type="checkbox"/>	To understand my audience	<input type="checkbox"/>
To benefit from the wider publicity	<input type="checkbox"/>	To open my studio to the public	<input type="checkbox"/>
To build new contacts	<input type="checkbox"/>	It has a good reputation	<input type="checkbox"/>
It motivates me to make new work	<input type="checkbox"/>	It offers good value for money	<input type="checkbox"/>
Other	<input type="checkbox"/>		

4 How do you rate the ease of applying to take part in Open Up? (please circle)

Smooth	Easy	OK	Slightly tricky	Exasperating
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How could this be improved?

5 Marketing: The event was promoted through a range of media. Which do you think were most effective? (Please tick all that apply)

Word of mouth	<input type="checkbox"/>	Radio/TV	<input type="checkbox"/>	Open Up Website	<input type="checkbox"/>	Open Up brochure	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	Twitter	<input type="checkbox"/>	Instagram	<input type="checkbox"/>	Newspaper article	<input type="checkbox"/>
Roadside poster	<input type="checkbox"/>	flyer/poster	<input type="checkbox"/>	e-newsletters	<input type="checkbox"/>	Promotion by artists	<input type="checkbox"/>
Other website	<input type="checkbox"/>						
Other publicity	<input type="checkbox"/>						

6 What did you think to the brochure this year? (Please circle)

excellent	good	fair	poor	very poor
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7 How do you rate the marketing and publicity overall? (Please circle)

excellent	good	fair	poor	very poor
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What additional marketing would you like to see in the future?



8 Visitors				
How do you rate your visitor numbers? (Please circle)				
excellent	good	fair	poor	very poor
For how many days were you open?			<input type="text"/>	<input type="text"/>
How many visitors did you have in total?			<input type="text"/>	<input type="text"/>
What proportion of these visitors do you think visited you last year?			<input type="text"/>	<input type="text"/>

9 Sales: Did you sell any work, secure any commissions or have any related enquiries?				
Yes <input type="checkbox"/>	If so, approximate value	£ <input type="text"/>	Commissions / To be confirmed	<input type="checkbox"/>
No <input type="checkbox"/>	I didn't have work for sale <input type="checkbox"/>			
How do you rate your sales overall? (Please tick or circle)				
excellent	good	fair	poor	very poor

10 How do you rate the event overall?				
excellent	good	fair	poor	very poor
If you have responded with a low rating for any of the above questions, please explain why:				
What went well?				
List up to 3 areas where the event could be improved?				

Is there anything else you would like to add, or any advice you would like to give to other participating or new artists?

Are you interested in joining our Steering Group to advise on future activities/direction?

YES Contact details _____ NO

Please return your completed forms, to info@openupsheffield.co.uk or post to: Open Up Sheffield, c/o Lizzy Alageswaran, Studio 5.13, Exchange Studios, Exchange Street, Sheffield S2 5TR, THANK YOU.