

Evaluating Events

ASSESSMENT # 9

Total Marks: 30

- 1.** Short Questions: (16)
 - i. What is meant by the term 'evaluation'?
 - ii. Describe why it is important to evaluate an event.
 - iii. How can an event be evaluated?
 - iv. Outline some evaluation methods.

- 2.** Outline how the following groups would benefit from evaluation data: (7)
 - a) Organisers
 - b) Performers and participants
 - c) Audience/spectators
 - d) Event partners

- 3.** What is the importance of event surveys? Outline some important survey methods and how is each one used? (7)