

Analysing Visitor Data

Date: Wednesday 28 February 2018

Time: 10:00 – 4.00

Location: Museum of London, London Wall

Facilitators: Elizabeth Coningsby

Trainer: Nicky Boyd

What will be covered?

Following on from our 'Introduction to Capturing and Evaluating Visitor Data' session, this workshop will focus on analysing qualitative data from interviews and focus groups, as well as visitor comments and surveys/feedback forms. If you've collected the data, but don't know what to do with it, then this course is for you! The session will provide you with a reminder about asking the right questions, cover evaluation planning, sampling and coding of data. This is a practical session and will provide you with time to analyse data from your own surveys/feedback forms. Finally, it provide useful tips in writing up your evaluation, such as providing a summary, key findings and recommendations.

Who should attend?

Individuals responsible/looking into analysing visitor data from surveys/feedback forms.

Approximate session timetable

10:00	Tea/coffee on arrival
10:15	Welcome and Introductions
10.25	Recap: evaluation planning, sampling, asking the right questions
11.00	Analysing quantitative data
11.30	Analysing qualitative data
12.00	Coding activity
12.30	Lunch
13.30	Coding and summarising activity
14.00	Writing up your evaluation (summary, key findings, recommendations)
14.30	Analysing your own data
15.45	Questions
16.00	Close

Learning objectives

By the end of this course you will have developed your skills and confidence in analysing visitor data collected through surveys/feedback forms (with a focus on qualitative data).

Support towards Museum Accreditation:

Audiences:

3.1: Good-quality services and development

- 3.1.1 understand who its users and non-users are
- 3.1.2 evaluate and analyse information to assess users' needs

Further information

Please ensure you have your line manager's permission to attend before booking your place as confirmation is sent to the museum. Final confirmation of places will be sent out at least a week before the course. Please keep the **28th of February** available in your diary until your place has been confirmed.

Priority is given to staff working in non-national museums in the London region.

A late cancellation (less than 24 hours) / no show charge of **£20** will be applicable.

Light refreshments will be provided. Information will be given to confirmed delegates.



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