



Post Event Reports

Why Post Event Reports are Important

Network Event Theater® uses Post Event Reports to collect information about what it was like to be a student attending the advance screening at your university. We use the information that you send (via the <http://www.netcrawl.com> website) to generate a report that we share with the studio that provided the film and the sponsors who helped to pay for the film so that it would be available and free for you. For that reason, it is incredibly important that your report be detailed. We want you to use as many words as possible to tell a story about what it was like the night of the show.

Have a Plan...

Although much of the data you will need to collect in order to fill out the report will be readily available the night of the show, it is a good idea to take care of a few things ahead of time.

- ✓ Review the report at <http://www.netcrawl.com> to see what kinds of things to be looking for on show night (attendance, turn aways, walk outs, breakdowns on gender, age, etc.).
- ✓ We always include the Exit Interview questions in the PROMO INSTRUCTIONS email that you receive from Sheila Kloefkorn prior to each show. If you are not on the distribution list, please ask the people coordinating the NET Program on your campus for a copy. There are always four questions, two usually pertain to the movie (such as "Would you tell a friend about this movie") and the other two are usually about the sponsor/s (such as "How likely are you to purchase Salon Selectives next time you buy hair care products").
- ✓ Consider how you are going to get the best responses for the Exit Interviews. It is up to you how to conduct the Exit Interviews. They just need to be really detail oriented to tell the STORY of what it was like to be at the event.
- ✓ One way is to cut and paste the questions from the email onto an exit interview form for the show and make at least 20 sheets so that people can fill them out and turn them in. Additionally, you may want to tape record the conversations you have with Exit Interviewees or you may want to write down their answers as they respond.
- ✓ It is also a good idea to offer premiums to people to encourage them to do an Exit Interview. Most schools give out the full sized movie posters or other premiums such as CD soundtracks or whatever else would encourage people to participate. Some schools have a table set up as people leave and the students know to go to the table if they want some free stuff in return for their opinion. [An example of a good Post Event Report is at the bottom of this email to give you an idea of what we are looking for]

Logistics

Post Event Reports are available on the following web-site <http://www.netcrawl.com> The site is accessible from any computer with internet access. Post Event Reports are always due by 9:00am (your time) the day after the show. You can do it right after the show or the next morning, it is up to you. But we need the information by 9:00am your time in order to run our reports first thing in the morning for the studio and sponsors who are eager to hear about how things went on your campus. Please use complete sentences, try to spell things correctly and use upper and lowercase letters.

It is VERY important that EVERY question on the report be answered. In other words, leave no question blank. We know that you do AMAZING things before, during and after the show and want to make sure those things are captured in the report you submit.

Putting It All Together

See a sample of a post event report at www.netcrawl.com.

In Part I of 3, please be sure to make the proper selections for your school. For the space about attendance, please put however many people showed up the night of the show (even if it exceeds your venue capacity). It is important to list the number of turn aways along with the walk outs (so have someone keeping track of that the night of the show). For the questions about gender and age, guesstimate. We don't expect you to count or track exact numbers for this. But we do encourage you to look at the audience and try to gauge percentages.

In Part 2 of 3, please choose the best 10 Exit Interviews you collected (it is smart to have about 20 people respond to the questions so that you can use the best ones for the report). We hope that all of the attendees like each film we offer. But it is OK if people responding did not like the film. We want honest reactions. However, if someone has nothing to say beyond "it sucked", that doesn't help us bring you more movies or the studio market their film. If on the other hand someone takes the time to explain why they didn't like it, that is great feedback.

In Part 3 of 3, the first question in this section is often left blank. It refers to the generic Press Release that we email our contacts at each school. It is something that can be forwarded to your campus newspaper, radio station, departments, clubs & organizations. Anyone that you think would be interested in the advance screening. The great thing about the generic press release is that they are easy to use and they can help you tap into communities on campus that you may not be currently reaching through your other promotional methods. We encourage you to utilize the generic press release and tell us how you did in this section of the report.

"Audience Reaction to Pre-Show" is another area that is often left blank, please make sure that you or someone on the committee is inside to see the audience reaction so that you can include information about it in the report. Same for "Audience Reaction to Premiums". And to the extent that it doesn't help to know that their movie "sucked", the same holds true for the sponsors and their premiums. If someone is not thrilled about a premium that is fine, just ask them what some of the things they would be excited about are and include that as well.

The "CREATIVITY" section is the place to describe all the wonderful things you did to promote the show (for example: announced it at the Comedy Show on 10/23, had PASS MAN distribute passes in the quad during lunch, invited the Black Student Union to the show, held a canned food drive and offered priority seating to those who contributed). We know that EVERY school that we work with does great work and goes above and beyond the posters and the passes to promote shows. This part of the report is your chance to explain what those things are =)

"Overall Reaction" is really important! It is probably the FIRST thing that the studio looks at in each report. Please make an extra effort to provide as much information as possible in this section.

"Final Notes and Comments" is for anything that you can think of that would add to the report. What would it have been like the night of the show if you were a fly on the wall and just watching everything unfold. That is what we want to hear about in that section.

Where the information goes...

We take all of the information from your report along with the photos that you send us and we compile them with those items from the other schools that were on for the show. Then we use all of it to create a book for the studio and the sponsors. That is why it is so important that your report is GENERALLY POSITIVE and that any major concerns be described in either the "Technical Aspects" or "Suggestions for Improvement" sections of Part 3 of 3 in the report. The Technical Aspects are sent to our Tech People and the Suggestions are given to your Manager so that he/she can work with you to make the next show run more smoothly. So if you ever have something that you need help on, please call your Manager or put it in that section and we will follow up with you on it =)

Make it work for you!

You and/or your advisor may be asked to submit End of Semester &/or Year End Evaluations on the programs you've done. The Post Event Reports can make this process pretty easy. After you hit "submit" on netcrawl, the site will generate a listing of all of the data you entered. You can print this out and use it as part of your evaluations. You can also use it to keep track of the number of students you are serving programmatically. This data has been helpful to schools in justifying programming budgets as well as serving as an indication of the importance of student programming.

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Sample Post Event Report

The following is University of California, Berkeley's report for Almost Famous. They were the winner of the Best Post Event Report and UC Berkeley has since earned Consistently Good Post Event Reports for the Fall 2000 Programming Season.

UNIVERSITY OF CALIFORNIA - BERKELEY, Berkeley

Attendance: 605
Theater Capacity: 600
Turned Away: 0

There were 0 walkouts during the film.

Overall reaction: There was a lot of hype coming into the movie. Just by my announcements people were already cheering. When the credits started, people began to clap and cheer for their favorite actor or actress. From the first moment there was laughter from the audience and it hardly ever stopped. The mother was a favorite because she had such a quirky personality. The conversation between her and Russell was hilarious for people because the mother was able to bring this big time rock star down to calling her maam. I think people liked her comic nature as a character. Other very funny moments were when one of the 'band-aid' girls slammed into a wall chasing the bus, when Russell was at the party and called himself a golden god, the airplane crash scene, and when William pretends he's a big time reporter on the phone. Hoots and cheers abounded when Russell claims his last words to be 'I'm on drugs' and when William loses his virginity (gotta love that college spirit).

Additional promotion: We used some time before the show to announce other campus events coming up in the next few weeks. We gave away Almost Famous t-shirts and posters by having people fill out exit interviews in exchange for one of the items. The exit interviews with the most information on them were the people who got the stuff. The exit interview idea went very well because it made it so that the people had to answer the surveys with more care and specificity. And, of course, announcing before the start of the movie is a great idea because you have the attention (if, however, short) of hundreds of people and they help to spread the word.

Reaction to pre-show: People were being let into the theater as the pre-show was going on. Many people commented on the music and said they liked that it was there. Usually it can be pretty noisy in the theater as people begin piling in and I think the diversion of the stuff on the screen kept people entertained and busy watching something. It definitely helped in keeping people from being bored.

Reaction to premiums: The small bulletin board sized posters were a pretty big hit. People kept coming up to the table to get them (there were maybe 15 left over from publicizing). The Sonic Abyss CD ROMs were extremely popular. It seems anytime people see CDs they just want to have them so they went quickly. The sixdegrees.com material was picked up as well but not as readily. The posters and T-shirts (brought by a Dreamworks rep) were, of course, a huge hit, people were all over themselves trying to get them (but we kept it under control).

Exit interviews were held with 10 students to gauge reaction to the film. 9 of 10 would recommend the film to a friend.

Respondents favorite aspects of the film-

- My favorite part of the film was when the characters started singing on the bus after they all had finished having a fight. It was a great way to show, without words, how they resolved their conflict.
- I really enjoyed the music and the visuals found in the costumes. I also liked the way the movie captures the times and I also thought it was really funny.
- I really really liked the part where the Mom tells Russell that he's hopeful and can make a change for the positive in his life. That whole phone conversation was fun ny.
- I liked the final part where the kid actually gets the Rolling Stones article and they begin to have an interview. It was real and it meant that a transition had been made within the characters and the ones who knew they had done wrong tried to amend that wrong.
- I liked anytime the mother was in the scene. She is such a great actress and she showed what a mother's love is exceptionally well.
- The conversation with the music critic in the beginning.
- I liked the part in the airplane when it was about to crash and they all spilled their guts and then landed safely. I mean, we all knew they would land safely but it was great to see what they had to say when faced with death. It was a key turning point and realization for them all.
- The plane ride where they confess everything.
- The end interview when Russell goes to William's house. He needed to say sorry and it was the best way he could do that. And it was fitting that Penny Lane put it all together.
- The way the mother loved her son and called him all the time. It was special and very believable.

Students responded to the question "How would you rate this film? Rate (1-10, 10 high, no zeros)":

7 (70%) students ranked above 8 (excellent)
2 (20%) students ranked 6 & 7 (good)
0 (0%) students ranked 4 & 5 (average)
0 (0%) students ranked 1 & 2 (below average)

Students were asked: "Were you planning on attending this film before you heard about this screening? (Open ended, please be descriptive)"

- Yes, but I was glad to see it for free.

- Yeah because it sounded funny when I saw the preview.
- No because I didn't really hear much about it.
- No, I only found out about the movie last minute.
- No.
- Yes, but it was fairly fantasy, not much substance, played on hype and excitement of rock bands and soap opera type emotion. It was a nice fantasy though, it got people off and that's what people want--a fantasy documentary about stereotypes.
- Yes.
- No.
- Most definitely
- No.

OTHER NOTES: After the movie people kept talking about how much they enjoyed it and thought how funny it was. Overall, people were very pleased because they got to see a free movie that they honestly had a good time seeing.

I have been so busy busy busy and I am soooooo tired but things went alright tonight. I gave out 2000 tickets for this event and there was a lot of good energy from people but we didn't fill the venue which was a bit disappointing, but not too bad. We did get 605 people, not bad at all, just not great. We were sort of discussing in the film committee why the turn out was so low when the hype had and we thought that it could have been due to the Ben Harper concert that was going on tonight. Ben Harper is extremely popular here in Berkeley and he was all sold out and you had to go to the same box office to buy his tickets as the one to pick up the Almost Famous tickets so people could bought Harper tickets and just picked some Famous tickets up as well since they were there and they were free. That could very well have been the case because to give away that many tickets is to expect a big turnout. But there were absolutely no problems and people found the movie fantastic so that's always good. I'm already starting with Girlfight so hopefully we can get some of those tickets out there (surely not as popular as Almost Famous so I'll have to work a little harder). Anyway, gotta go to some school work.