



2016 Ecsite Annual Conference Evaluation & recommendations

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Contents

Summary and lessons learnt for future editions	3
Objectives and method.....	5
1. Who attended?	6
2. What were participant’s expectations?	10
3. How did participants rate the 2016 edition?	11
3.1 General impression	11
3.2 Organisational aspects.....	12
3.3 Social events	18
3.4 Sessions, contents and special spaces.....	22
3.5 Business Bistro	25
3.6 Intention to attend the 2017 Ecsite Annual Conference.....	27
3.7 Suggestions from participants	27
4. Qualitative focus: snapshot interviews	30
5. Conference-related activity on Ecsite social media	38
Appendices	51
Appendix 1 – Different questionnaires and forms	51
Appendix 2 – Response rates.....	59
Appendix 3 – Brief description of evaluated social events.....	60

Summary and lessons learnt for future editions

Dear conference participants,

Thank you for the precious feedback you provided on the 27th edition of the Ecsite Annual Conference, which took place on 9-11 June 2016 in Graz, Austria. It was the first Ecsite conference to be co-organised by a trio of hosts: FRida & freD – The Graz Children’s Museum, the Universalmuseum Joanneum and the association ScienceCenter-Network. The conference welcomed 1,081 participants from 53 different countries.

The conference theme was “Colours of Cooperation” and the programme consisted of two days of pre-conference workshops followed by three days of main conference, during which around 100 sessions took place. Sessions were held at the Messe Convention Centre, where the Business Bistro was also located. These sessions were selected by the Annual Programme Committee (ACPC) from 186 proposals submitted in October 2015. 50 exhibitors held a booth at the Business Bistro trade fair. The conference programme also included numerous social events and networking opportunities.

This evaluation report will help guide future evolutions. It compiles data collected from different sources, collected in 2016 but also on previous years.

Collected feedback paints the overall picture of **a successful 2016 Ecsite Annual Conference**, with a high satisfaction rate, in line with the average of past editions. In your qualitative feedback, you described the 27th edition as particularly cooperative and open, which can also be seen in attendees’ profiles: the conference attracted a higher proportion of newcomers and non-Ecsite members than previous years.

The Programme Committee looked at your detailed feedback and listed the main lessons learnt below, together with an action to address the most common feedback points.

Feedback point	Lessons learnt & actions for future editions
Session contents	<ul style="list-style-type: none"> Novelty is well received: speakers bringing in fresh ideas & perspectives as well as new session formats Like in 2016, 12 free one-day registrations are available for speakers bringing fresh ideas to the 2017 edition (see details here) Information has been provided on the Erasmus + programme in order to help new attendees make their way to the conference (see details here) Like in 2016, a number of new formats are planned for 2017 – more when the programme is released in February 2017.
Session quality control	<p>The following extra steps are being introduced in 2017:</p> <ul style="list-style-type: none"> A new section has been added to the session proposal form (and will stay on at programme stage): speakers now need to tell future participants what they will be getting from their session (skills, knowledge, experience etc) In order to promote diversity and avoid repetition, a stricter rule about the number of times attendees can participate in sessions: maximum two speaking + one convening commitment (or two convenings and one speaking) A “rehearsal” walk-in space will be trialled on site in 2017: participants

	wishing to test or polish their presentation will be able to get feedback and advice from experienced speakers
Networking	<ul style="list-style-type: none"> • Networking is attendees' main motivation – we will put more effort into helping people connect with each other • To be tested in 2017: thematic networking opportunities at lunch time
Food	<ul style="list-style-type: none"> • Future editions will continue efforts to reduce the conference's food-induced carbon footprint. In 2017 lunches will stay predominantly vegetarian, with room for a few carefully selected fish and meat dishes from local and sustainable sources.
Social events	<ul style="list-style-type: none"> • The 2016 Gala Ball's evaluation showed that the unintentional non-inclusive feeling created by a part-standing, part-seated Gala evening should be avoided at all times. Participants however rated locally inspired entertainment high and enjoyed dressing up for the evening. Most of them wouldn't object to having a buffet again. These points are being taken into account for 2017 and 2018. • Holding the Mariano Gago Ecsite Awards ceremony on the Gala evening overloads the programme. It will be moved in 2017.
Evaluation	<ul style="list-style-type: none"> • In 2016 we tested asking only a third of each session's attendees to fill in a session feedback form, in an effort to avoid evaluation fatigue. Results are however not very satisfactory, with too many sessions without feedback or too few forms filled in. We will go back to asking each attendee to fill in a form for each session, will raise awareness with convenors and speakers and will put collection boxes in place in order not to rely on over-burdened room assistants collecting forms • The qualitative feedback received through the "snapshot interviews" tested in 2016 provided useful insights. Expect on the ground interviews again in 2017.

The ACPC, the Executive Office, the Ecsite Board and the 2016 & 2017 conference hosts thank you again for your contribution.

The Ecsite Annual Conference Programme Committee (ACPC)

Look back on the 2016 edition [here](#) and forward to the 2017 one [here](#)!

Objectives and method

The aim of this report is to paint a picture of this 27th edition of the Ecsite Annual Conference, how it was perceived by participants, how it compares to other years and what lessons can be learnt from it for future editions.

This report was put together using data from the following sources:

- The online registration form, providing information about participants' profiles such as country of origin or Ecsite membership. A consistent yearly dataset is available since 2012. In 2016, 1,081 registration forms were completed.
- A set of non-mandatory questions also included this year in the online registration form, answered by 857 attendees (i.e. 80% of registered participants). They revolved around participants' profiles and motivation. Some of the same questions were also asked in 2014 and 2015.
- A post-event online feedback form available on the Ecsite website from mid-June to beginning of August 2016 and promoted to participants via an email campaign. Participants were asked to rate different aspects of the conference (organisation, social events, overall contents). 169 feedback questionnaires were received. Most of the questions have been repeated in feedback gathered since 2011, which allows comparative analysis.
- To access the accuracy of the post-event online feedback, we performed a one-time qualitative experiment: short snapshot interviews (of about 4 minutes) conducted onsite by members of the ACPC and student volunteers from the University of Vienna. A total of 142 participants were interviewed.
- An overall analysis of the 1,185 paper feedback forms collected on site for individual conference sessions. For the first time, paper feedback forms were purposely handed in to only 1 in 3 attendees. Feedback regarding each individual session was uploaded to the online programme and visible to convenor and speakers only – it is a general analysis we are providing here.
- A satisfaction questionnaire sent to Business Bistro exhibitors for the third consecutive year and filled in by 29 out of 50 exhibitors.
- Records of companies having exhibited at the Business Bistro kept since 2009.
- Quantitative data harvested from social media platforms.

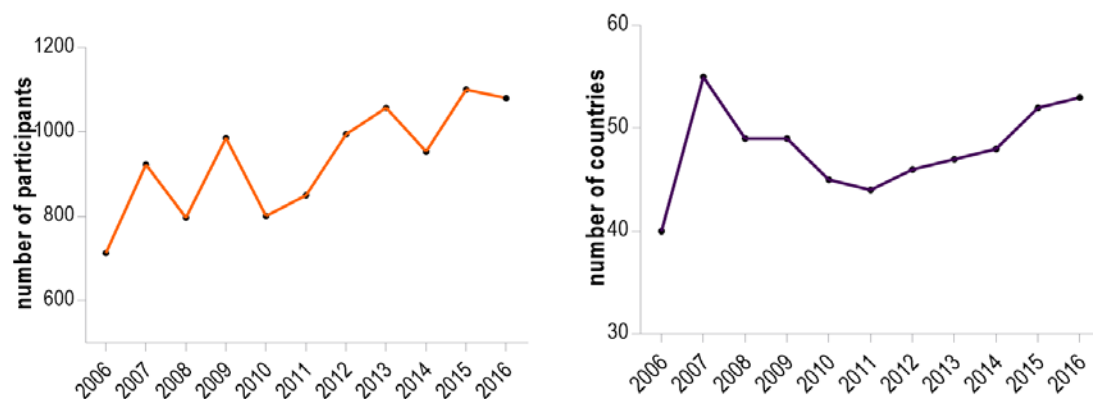
The different questionnaires and response rates can be found in appendices 1 and 2.

1. Who attended?

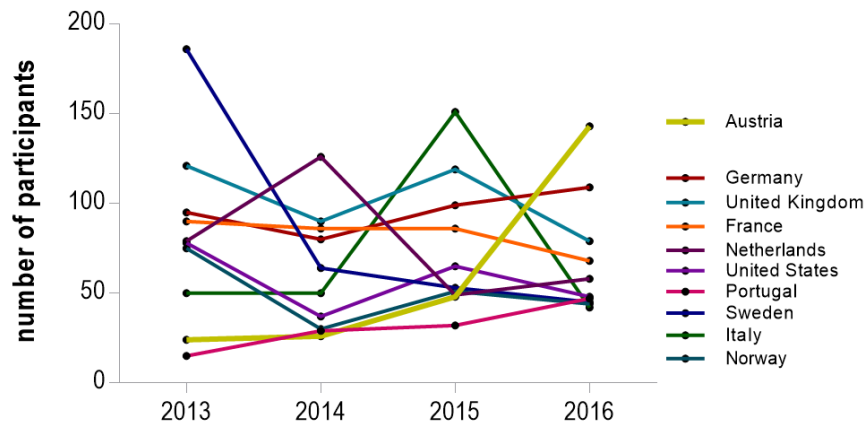
In a nutshell:

- 2016 saw a large number of participants (1,081) and the highest ever diversity of geographical origins (53 different countries).
- We can identify a clear regional effect over the years: holding the conference in a particular country attracts more participants from that country and the surrounding ones than on other years. In 2016, Austrian participants tripled their attendance.
- About two thirds of 2016 attendees belong to an Ecsite member organisation. For the first time in 3 years, the proportion of non-members attendance increased, which might be in line with the efforts put to attract new people to the conference.
- 32% of 2016 participants come from small to medium organisations (annual turnover up to € 1M), 29% from medium to large organisations (€ 1-5M) and 39% from large organisations (over € 5M). The proportion of participants coming from small organisations has been decreasing since 2014 (though not their absolute number).
- About 30% of 2016 participants are CEOs or Directors, 30% Senior Managers and 45% other staff.
- In 2016, non-CEOs were asked to specify the type of department in which they worked. Three categories pre-dominate: more than a third of respondents are involved in exhibitions-related activities, another third in learning and programmes and 14% in marketing, PR and communications. Interestingly, the 2016 edition has seen an increase of non-CEO involved in research and evaluation (from 2 to 11%).
- This edition, the conference attracted 38% newcomers (compared to 30% in 2014), while 44% of attendees had already attended two or more Ecsite conferences (interestingly 20% of participants already attended more than 5 conferences).

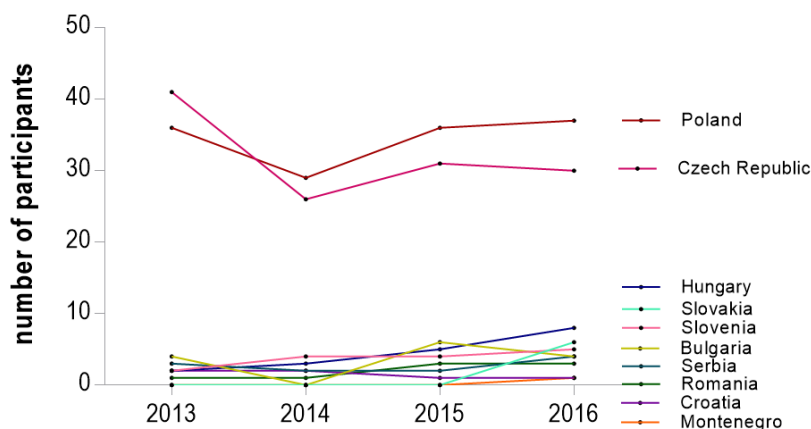
- Attendance (left) and represented countries (right) over the years



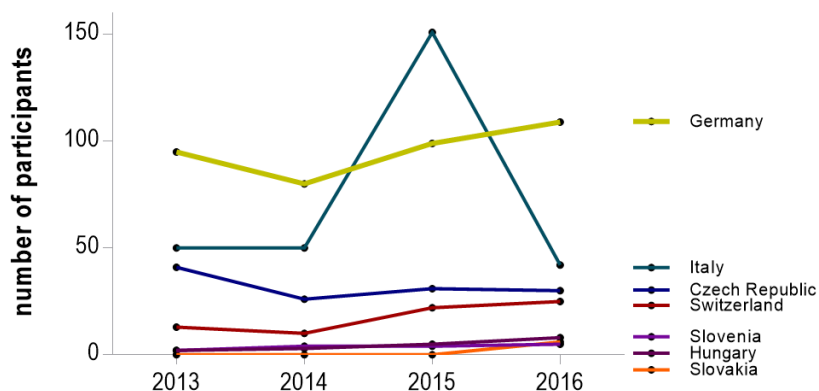
- Shifts in most represented geographic origins of participants 2013-2016



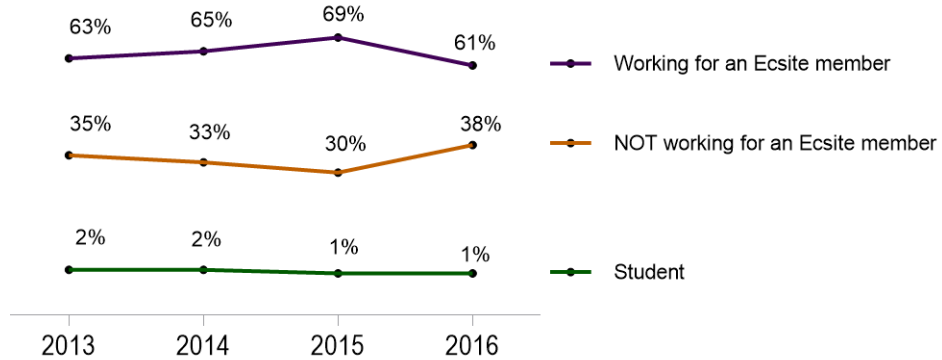
- To access whether hosting a conference in Austria would particularly attract participants from Eastern countries we analysed the shifts in the represented geographic origins of Eastern European participants 2013-2016



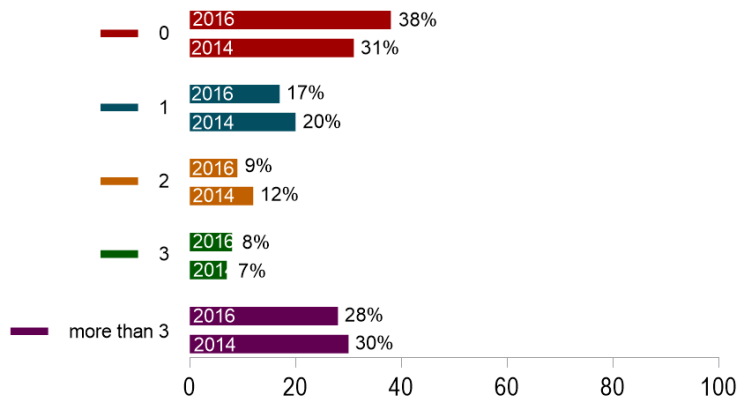
- To access whether hosting a conference in Austria would particularly attract participants from surrounding countries we analysed the shifts in the represented geographic origins of participants from Austria's surrounding countries 2013-2016



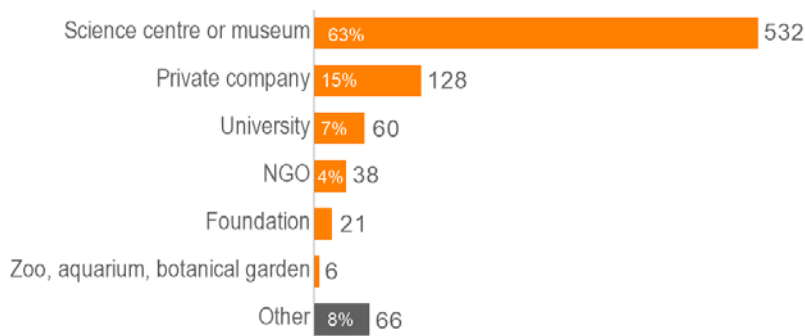
- Members / non-members / students 2013-2016



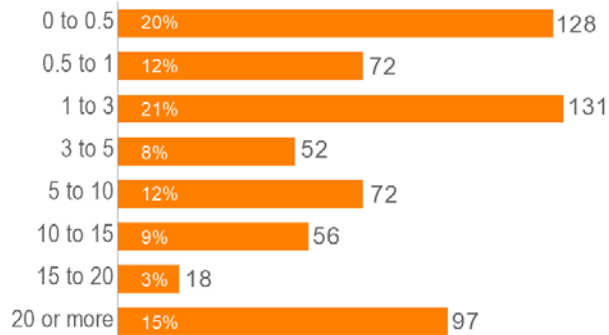
- Return rate in 2016 (893 answers) vs 2014 (653 answers) – number of Ecsite Annual Conferences attended in the past



- Type of participants' organisations – detailed 2016 data (851 answers)

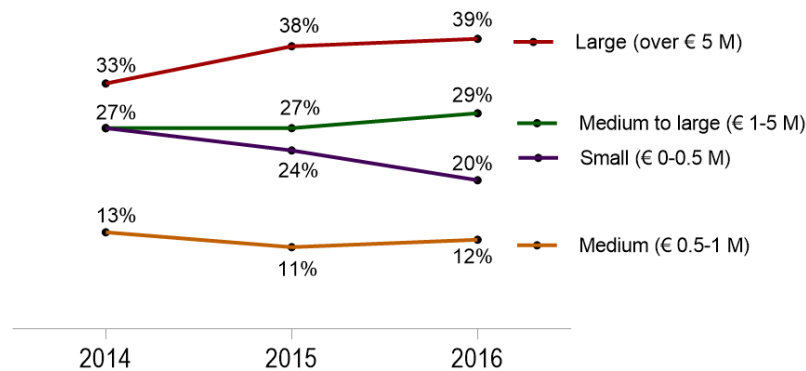


- Yearly turnover of participants' organisations – detailed 2016 data (€M)

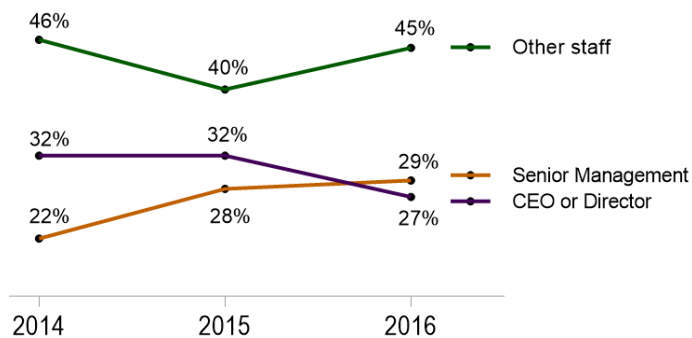


Note: treat data with caution (we noticed inconsistencies in data provided by attendees from the same organisation – this is probably due to the fact that many attendees do not know the answer to this question very precisely)

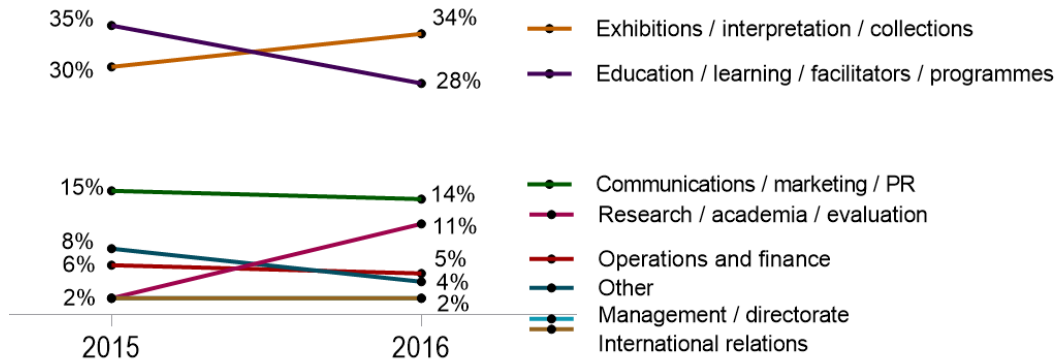
- Yearly turnover of participants' organisations – comparison 2014 (499 answer) - 2015 (640 answers) – 2016 (838 answers)



- Categories of staff attending the conference in 2014 (606 answer), 2015 (789 answers) and 2016 (856 answers)



- Departments for non-CEO staff in 2015 (419 answers) and 2016 (580 answers)



2. What were participant's expectations?

Participants pointed out networking as both the main reason why they were sent to the conference and what they personally hoped to get from the conference.

- Reasons why participants were sent to the conference (595 answers analysed by tagcrowd.com, only the 14 most popular words are shown, together with number of mentions)



- What participants hope to get from the conference (547 answers analysed by tagcrowd.com, only the 14 most popular words are shown, together with number of mentions)

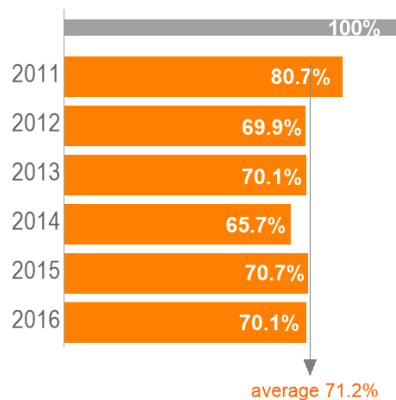


3. How did participants rate the 2016 edition?

3.1 General impression

In a nutshell:

- The overall satisfaction rate of Ecsite Annual Conferences has been fairly constant over the years, with an average of 71.2% satisfaction.
- 2016 was on the average, very comparable to 2015.
- The 2016 edition had strong references to inspiration, sharing, and to cooperation.
- Overall satisfaction rate 2011-2016 (from post-event online questionnaires)



- When asked to list three words that would sum up their experience at the 2016 Ecsite Conference, participants answered with:

connecting (9) friendly (12) fun (18) ideas (8) inspiring (27) intense (7)
 interesting (20) learning (7) networking (36) people (8)

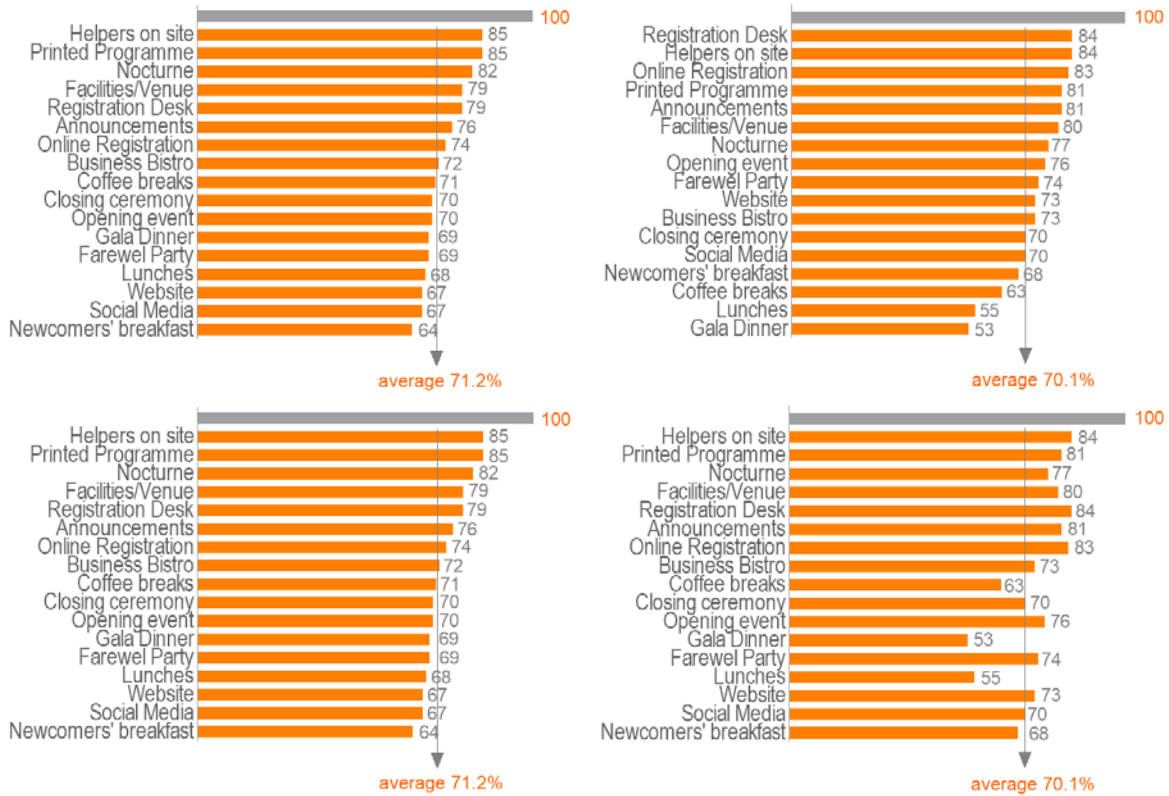
(154 answers analysed by tagcrowd.com, only the 10 most popular words are shown, together with number of mentions)

3.2 Organisational aspects

The following data comes from the post-event online feedback form, in which participants were asked to rate different aspects of the conference on a scale from poor to excellent. In a nutshell:

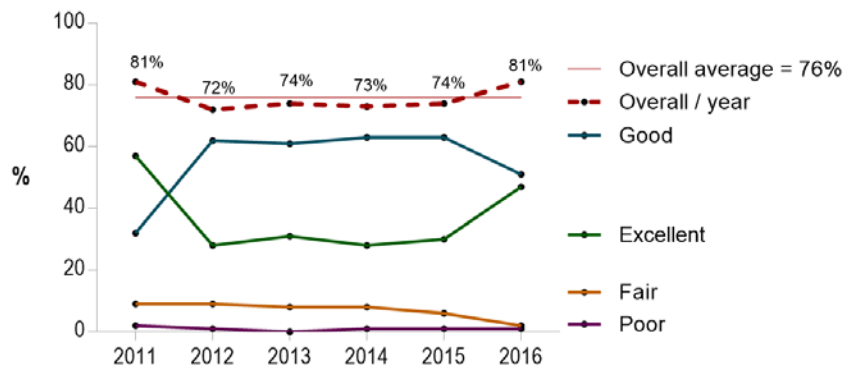
- Conference announcements, online registration and printed programme have been rated consistently high since we started collecting data and 2016 is no exception.
- The rating of the conference website has seen a slow but steady progression over the years. 2016 has seen the highest rate so far (+3% from 2015 and 6% from the average), maybe still benefitting from the delivery of Ecsite's new website in February 2015. It must however be noted that the satisfaction rate remains relatively low (67%) compared to other aspects of the conference.
- The rating of the online programme (launched first time this year) is very encouraging (71%), although only half of the participants have used it and the majority considers the printed programme unreplaceable by the online version.
- The rating of facilities, registration desk and helpers on site has seen some fluctuation over the years and in all these aspects 2016 ratings are on or above average.
- The satisfaction rate of the welcome desks placed at the airport, train stations and registration desks was evaluated for the first time this edition. Participants rated it on average 66%.
- In the registration form, 23% of participants also expressed their interest in renting a bike during conference days.
- Coffee breaks and lunches were rated significantly lower than in 2015 and below average, which could be due to high expectations (2015 was an exceptional edition food-wise).
- Listening to participants' feedback from previous editions, 2016 conference introduced more sustainable, vegetarian lunches. Although appreciated by the majority, reading through participants qualitative suggestions, those should had been more varied and of better quality.

- Average rate for specific conference elements: average since 2011 (left) and rate for 2016 (right) (same data presented in two different ways)

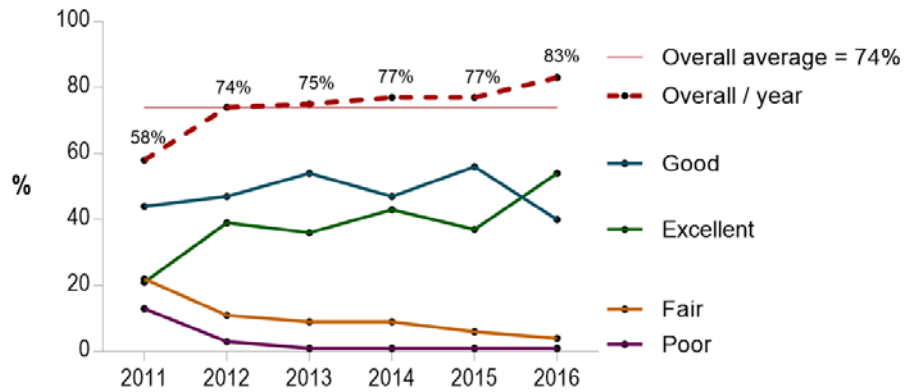


How to read the coming graphs in this section: The thin red line indicates the all-time average rating for this aspect of the conference. The red dotted line shows the overall satisfaction rate each year. For each year, the green, blue, orange and purple lines indicate the percentage of excellent, good, fair and poor scores respectively.

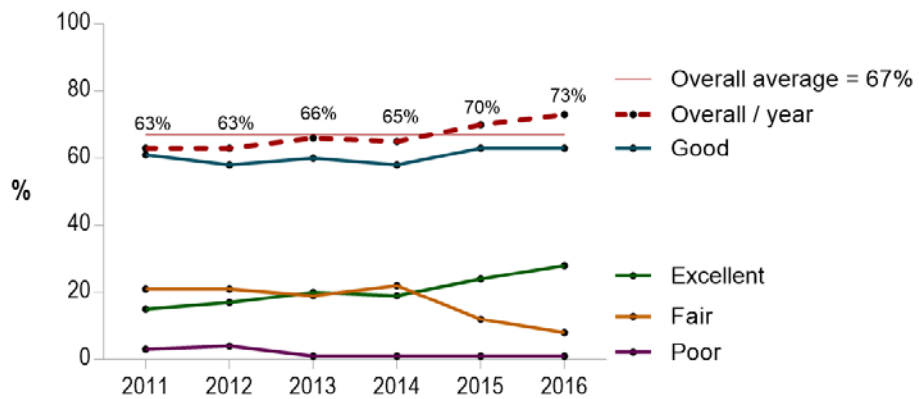
- Conference Announcements



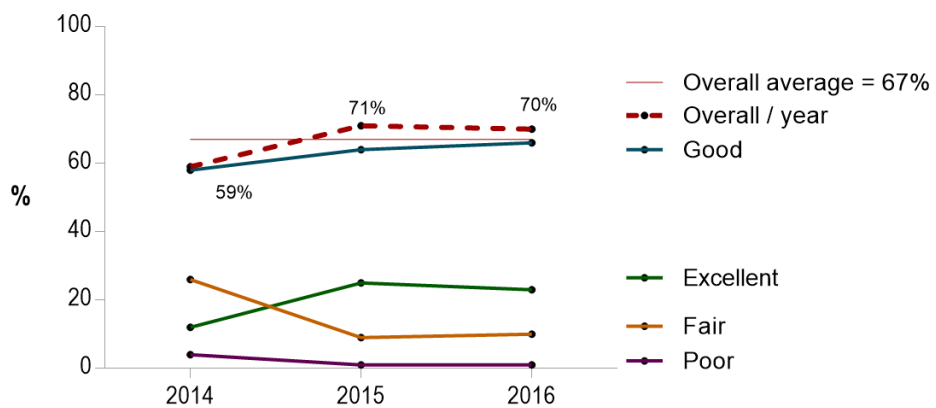
- Online Registration



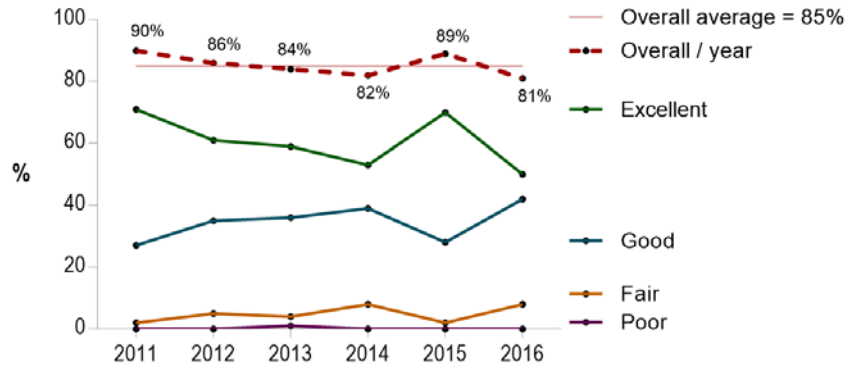
- Conference Website



- Coverage on Social media

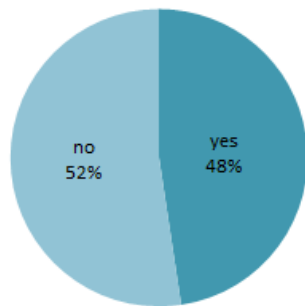


- Printed Programme

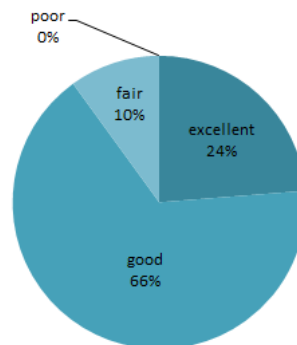


- Online Programme: overall rate of 71%

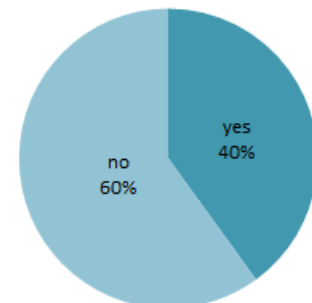
Did participants visit the online programme



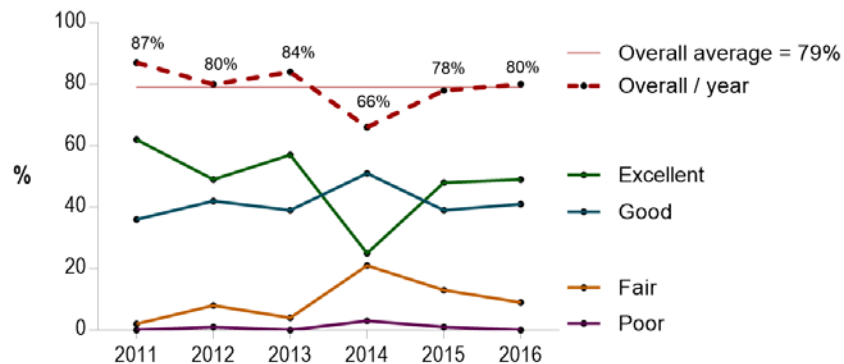
Quality of online programme



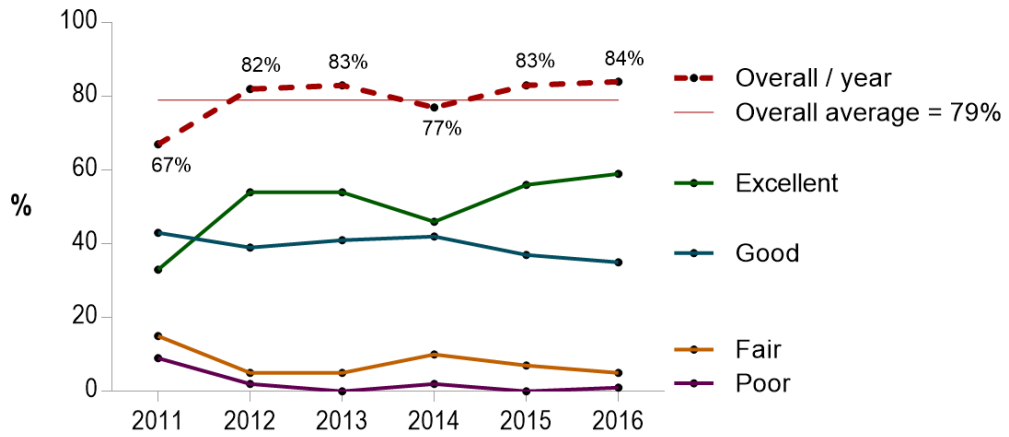
Could online programme fully replace the paper programme?



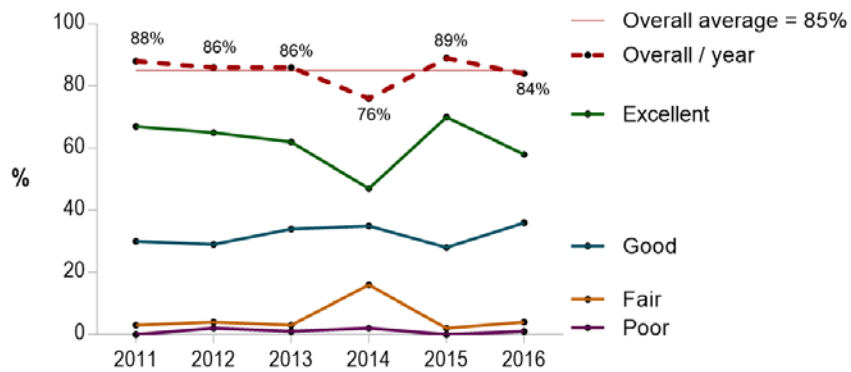
- Facilities/Venue



- Registration Desk

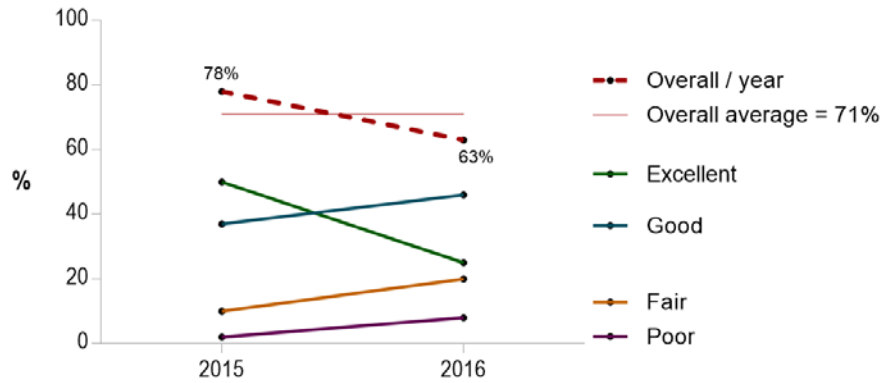


- Helpers on site

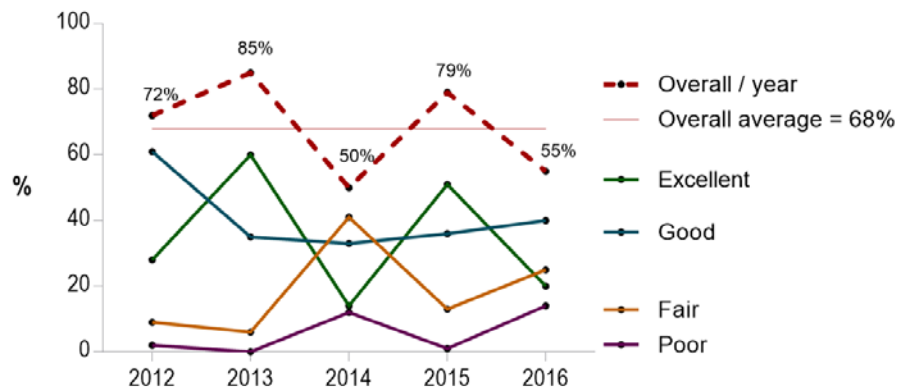


Meals: participants were asked to rate the quality of food and drinks at the following occasions

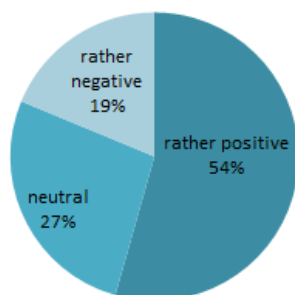
- Coffee breaks



- Lunches



- Vegetarian lunches only were served. Participants' found it:

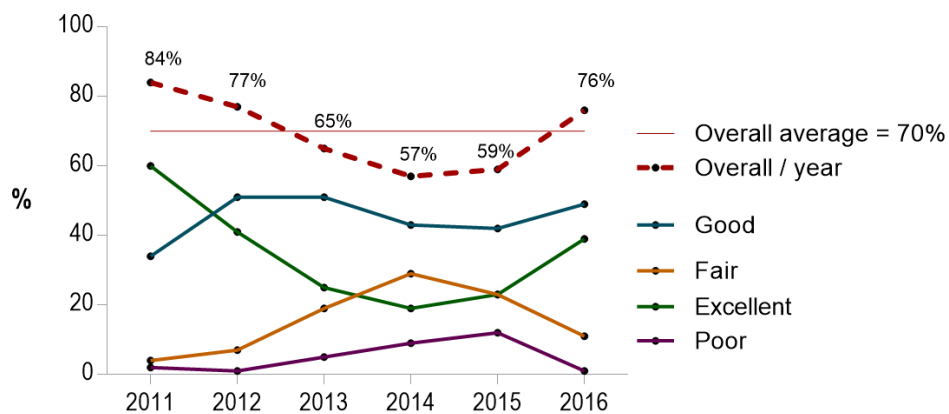


3.3 Social events

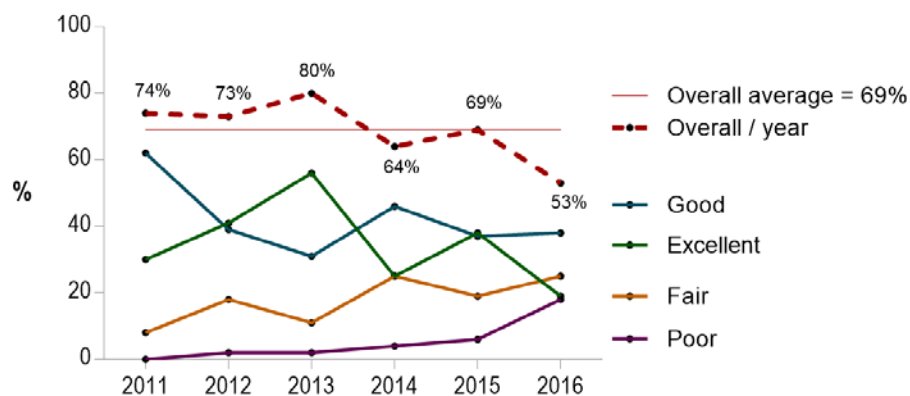
The following data also comes from the post-event online feedback form. For a brief description of each event, see Appendix 3. In a nutshell:

- The opening event was rated highly above average, contradicting the past years' tendency for a falling rate since 2011.
- The rating of the Closing ceremony has been very stable over time and 2016 is no exception.
- All social events were rated slightly below average, with the Gala Ball holding the lowest score (in a more closed analysis it's clear that participants didn't appreciate the part-seating, part-standing type of evening).
- Ecsite for all, an initiative of the host team that joined conference participants and the local public in the building of a machine of chain reactions, was very well received and had an overall satisfaction rate of 74%.
- The Newcomers' Breakfast was rated above average.

- Opening Event

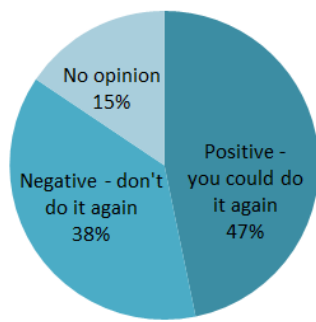


- Gala Ball

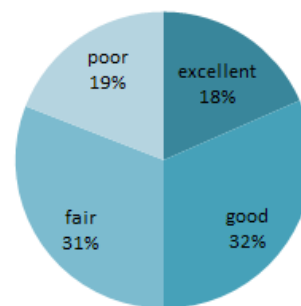


This year's Gala Ball format differed from previous seated Gala dinners. Typical Austrian Ball food was available in a self-serving buffet and participants either stood or seated at high tables available throughout the venue, in different salons with different atmospheres. Dinner was only served at selected VIP tables in the ballroom. This is what participants thought of the different components and if they wanted them to be repeated in future Gala evenings. Briefly, opinions were divided on a buffet-type service instead of a served dinner, but the majority (64%) would rather not have a part-seated, part-standing evening. Most participants enjoyed the live entertainment (79%) but opinions were again divided whether the awards ceremony was a positive component of the evening. Most participants seem to enjoy dressing up for this special evening (59%) opposed to just 16% that would rather have something more casual.

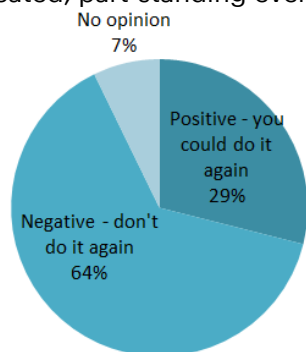
Buffet (rather than food served at table)



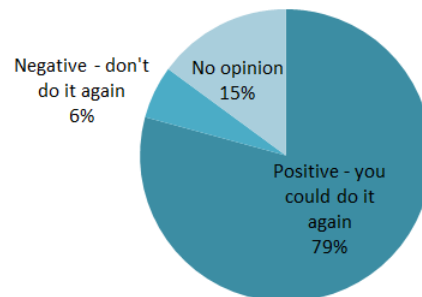
Quality of buffet



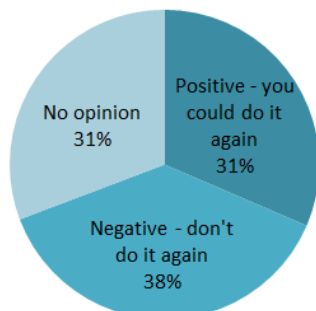
Part-seated, part-standing evening



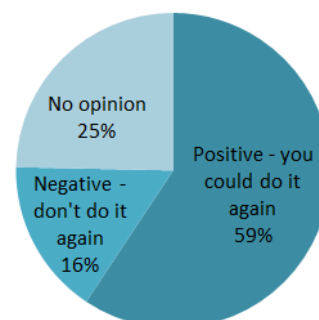
Live entertainment rooted in local tradition



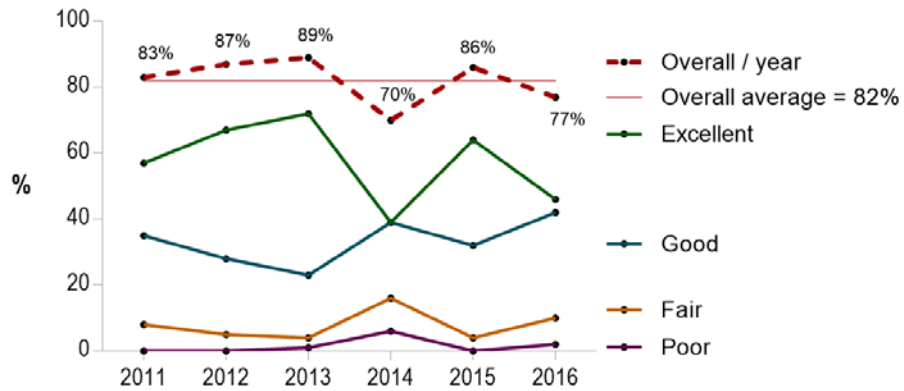
Awards ceremony



Dressing up



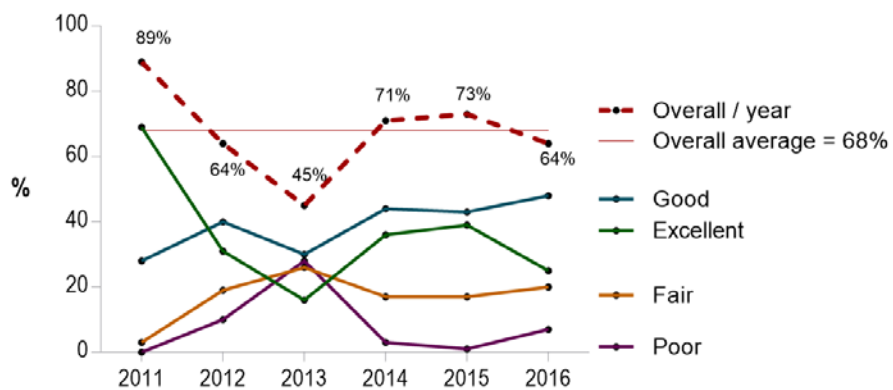
- Nocturne



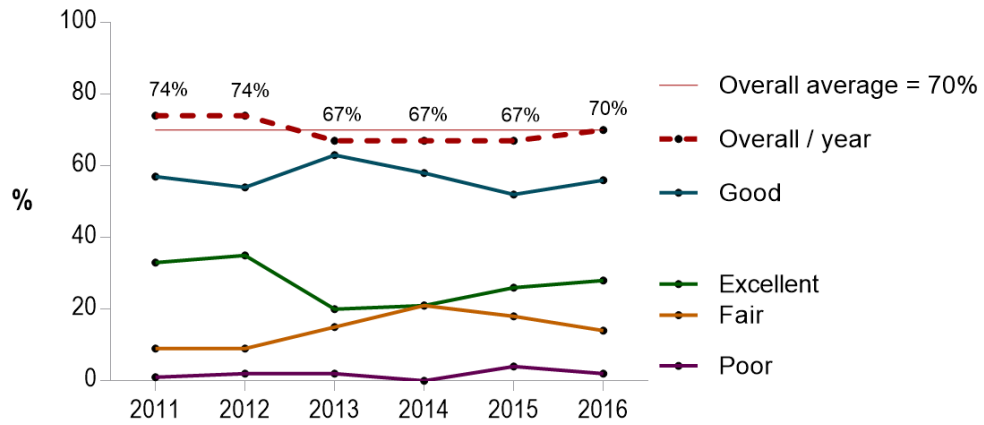
- Quality of Nocturne's buffet



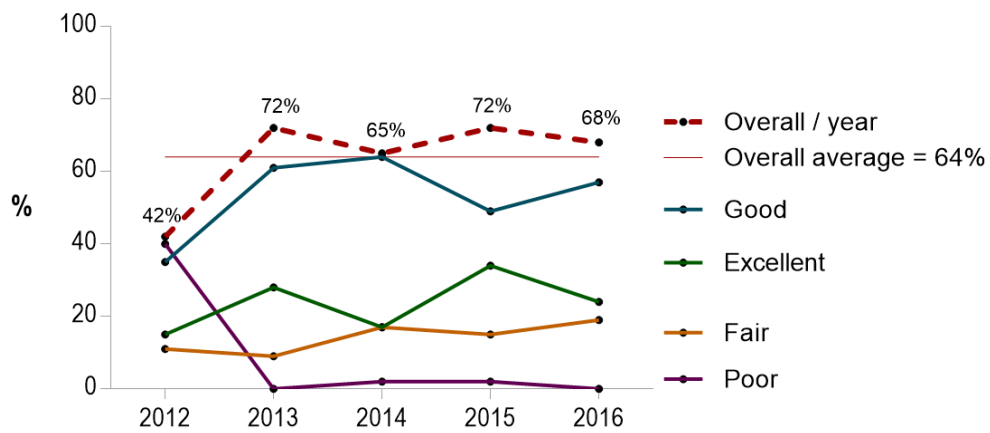
- Farewell Party



- Closing Ceremony



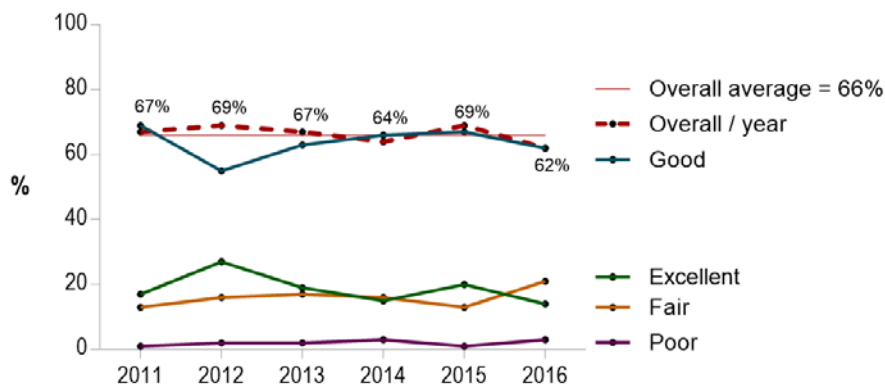
- Newcomers' breakfast



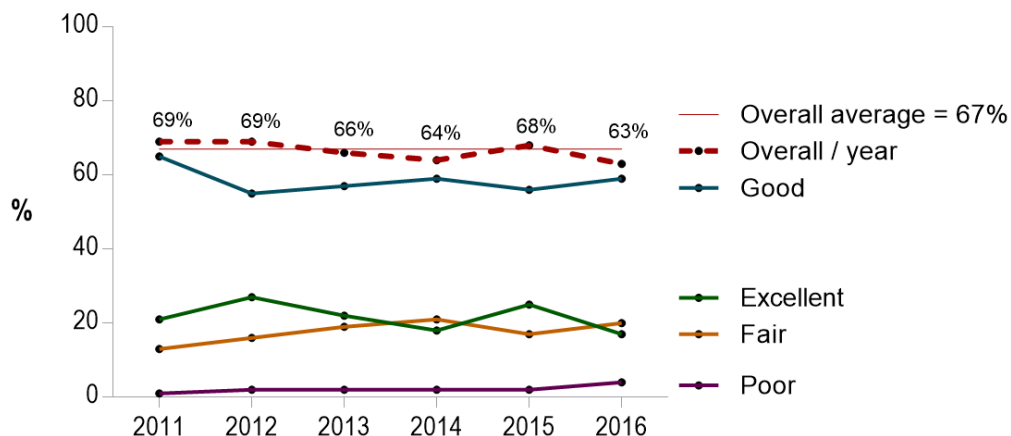
3.4 Sessions, contents and special spaces

Data presented here is drawn from both the post-event online feedback form and on-site paper feedback questionnaires relating to individual sessions. In a nutshell:

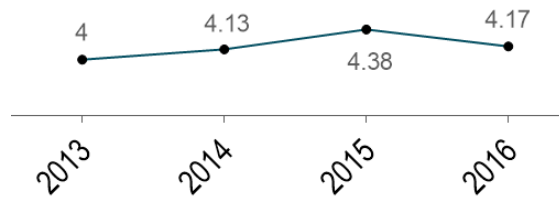
- The rating of the relevance and variety of topics presented in conference sessions collected from the post-event questionnaire has been stable over time. 2016 is just below average, dropping 7% from 2015
- The compilation of feedback received for individual session (paper form) indicates an average of 4.17/5 in overall participants' satisfaction since 2013 (first year of comparable data): 2016's overall participants' satisfaction is 4.17 as well.
- 2016 has the best rating of keynote speeches since 2011, more than 10% above the average rating (70%)
- 47% of participants visited the Maker Space in 2016, which is 3% more than in 2015. From those 99% wants to come back and the overall satisfaction rate was 76%.
- 28% of participants visited the Game Lab in 2016, which is 2% more than in 2015. From those 100% wants to come back but the overall satisfaction rate was only 64%.
- Sessions: relevance of topics



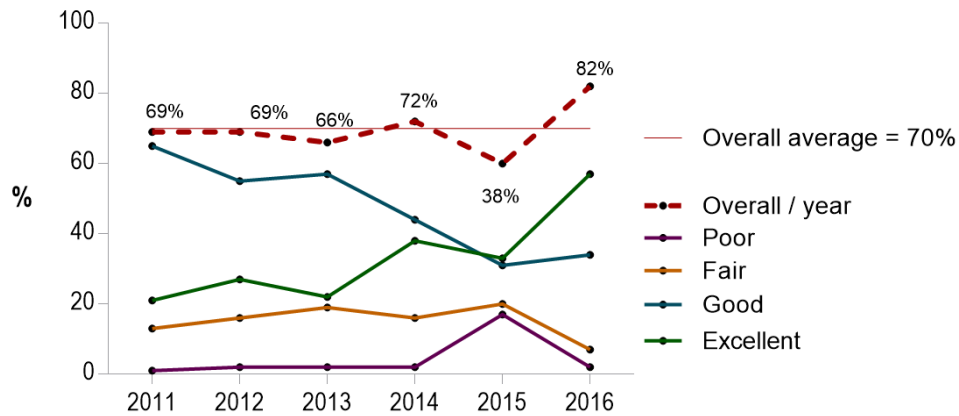
- Sessions: variety of topics



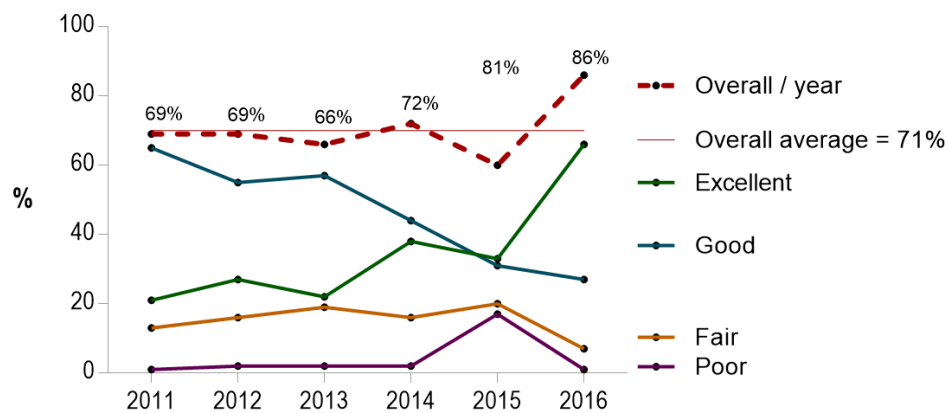
- Average rate of sessions – data from individual session feedback forms (rate /5)
Note: In 2013-2015 feedback forms' scales were set to a rate /4. Here, values were converted to a scale from /5 to match 2016 scale.



- Quality of speech: Elizabeth Rasekoala



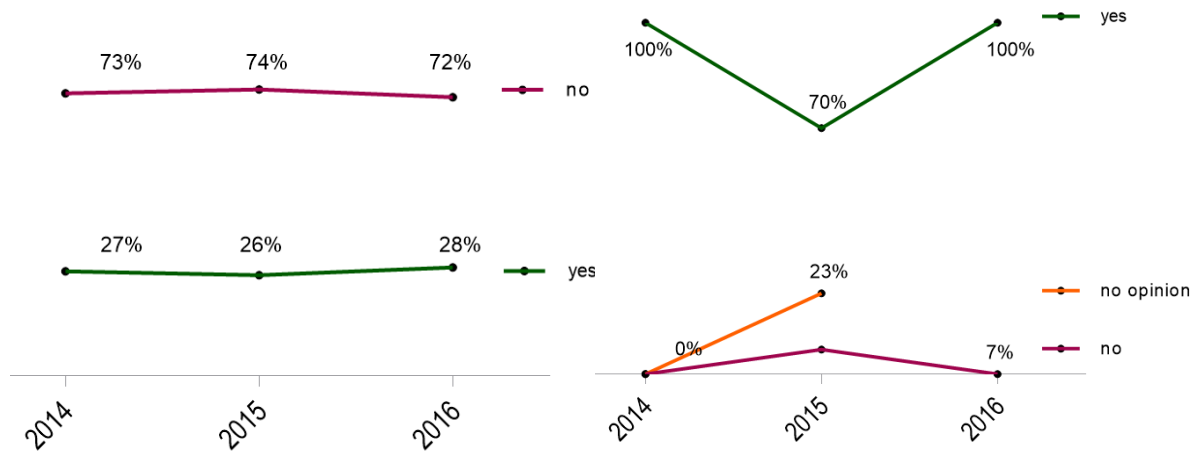
- Quality of speech: Frans de Waal



- Maker Space: did you visit the maker space (left); will you come back (right)



- Game lab: did you visit (left); will you come back (right)



3.5 Business Bistro

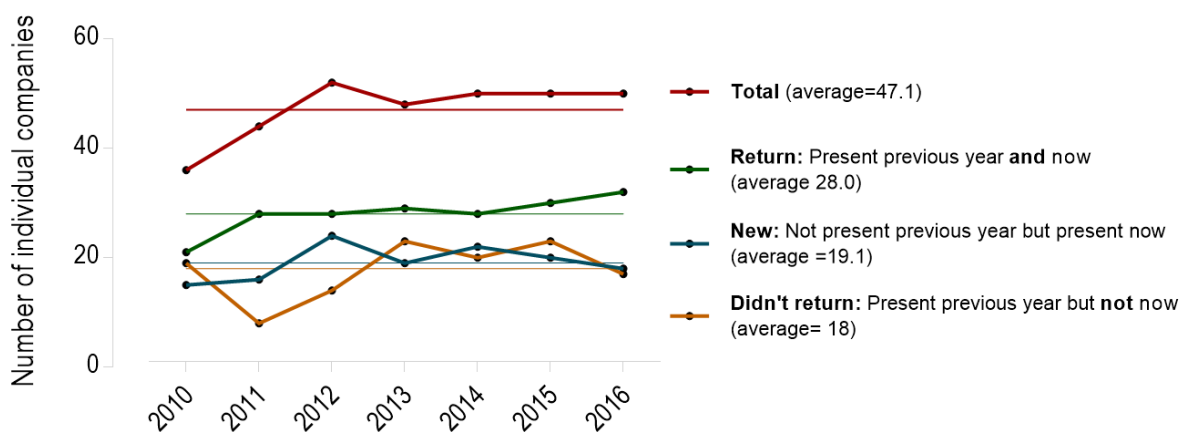
Background: data collection 2009-2016

Over the past eight years of Business Bistro editions, 163 individual companies/organisations have hired a booth, an average of 47.1 unique exhibitors per year.

An average of 2.9 exhibitors per year book a double booth.

Out of a year's average 47.1 exhibitors, 28 organisations are return exhibitors (about 3/5) and 19.1 companies are newcomers (about 2/5). This last number compensates for the average of 18 companies that don't return the next year.

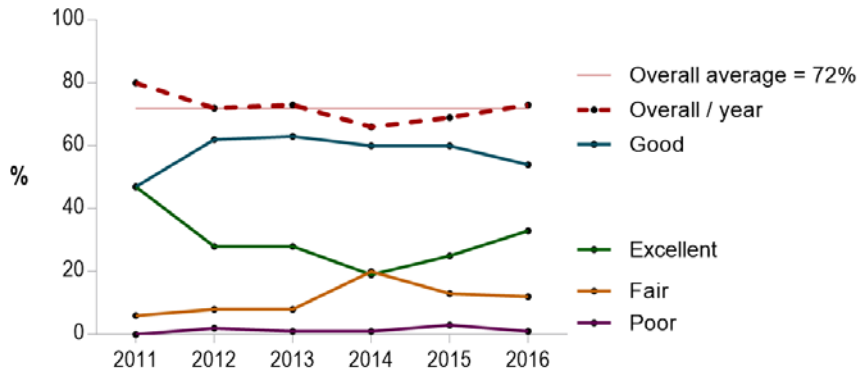
In 2016, 50 companies were represented at the conference. Two shared a booth with each other and three had a double booth, resulting in 52 booths in total (very stable from 55 in 2014 and 52 in 2015).



Over the past eight years, 30% of the 163 companies have been present three or more times at the Business Bistro. Out of these, 16% has been present more four or more times. 75% of the 163 companies come from Europe, but the best represented country is the USA with 14% of the companies represented at the Business Bistro over the past 8 years. The second best represented country is Germany with 12% of companies and then France with 9%.

Feedback from 2016 participants

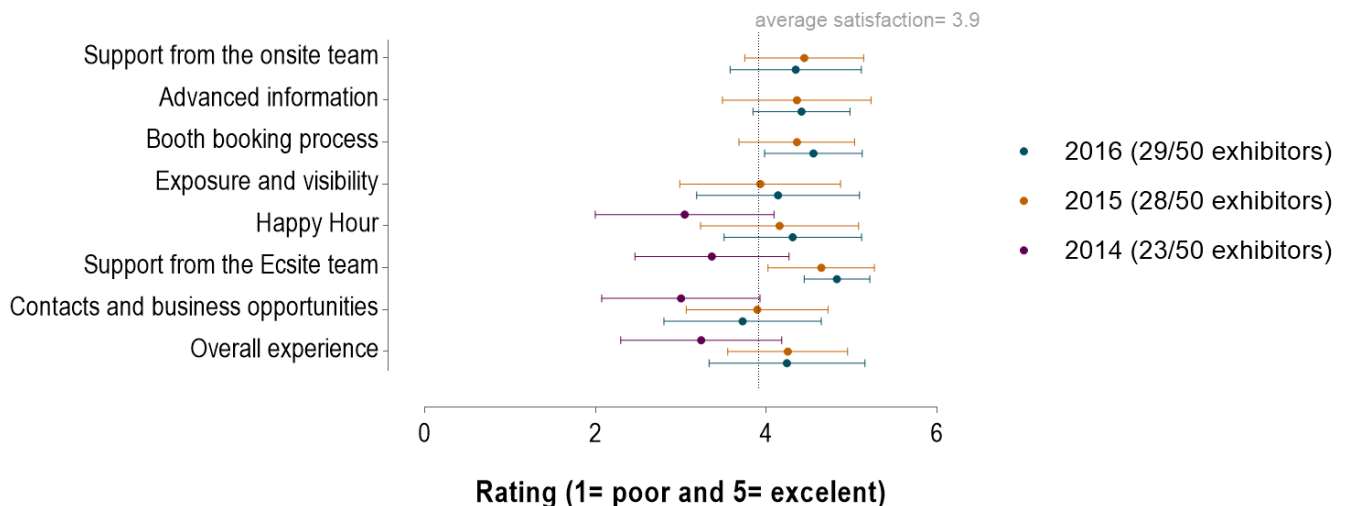
Conference participants rated the 2016 Business Bistro edition slightly higher (overall rate=73%) than 2015 (overall rate=69%), on the average of the past 6 years (overall rate=72%).



Conference participants rated the overall networking opportunities slightly higher (77%) than the networking and business opportunities at the Business Bistro only (73%).

Feedback from 2014 to 2016 exhibitors

Exhibitor feedback is as positive as in 2015. They rated the quality of contacts slightly worse but were happier with the support from the Ecsite team and the Happy Hour.



From open-ended questions, we learnt that 2016 exhibitors were happy with the Business Bistro area, in the centre of the venue, with good circulation of participants. Those who stayed late,

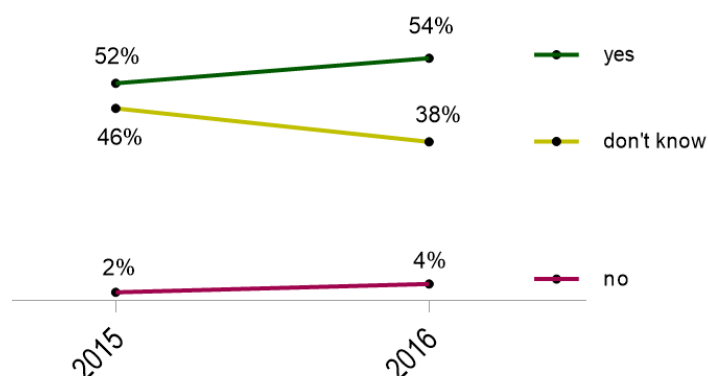
appreciated the “exhibitor snack” offered at 18.30 on set up day. They truly enjoyed the Happy Hour and the new lounge areas.

Out of the 29 exhibitors who answered our questionnaire, 10 want to come back to the 2017 Ecsite conference, 11 probably will do so, 4 maybe and 5 didn’t reply. No exhibitor declared not wanting to return. (These are very similar responses to last year)

3.6 Intention to attend the 2017 Ecsite Annual Conference

As part of the post-event online feedback form, participants were asked if they were planning to join the 2017 edition. 58% said yes, 4% no and the rest did not know.

- Intention to join the following edition of the Ecsite Annual Conference in 2015 (170 answers) and 2016 (168 answers)



3.7 Suggestions from participants

Suggestions for improvement

93 participants submitted suggestions for improvement via the post-event questionnaire. Here is a summary.

Programme

- Some participants called for the development of a conference application allowing a personalised programme, direct feedback on sessions, tagging of people with similar interests, etc
- The pictograms for “edgy” and “foundation” sessions were well perceived. A participant asked for the same concept to highlight certain topics (other participant suggests to also organise the programme by topics)
- Several participants expressed the difficulty of choosing between equally interesting sessions happening at the same time

- Many participants mentioned tiredness and found the conference programme too intense. Suggestions to tackle this included: a nap/quiet/meditation room, fewer parallel sessions...
- One participant asked for a digital "note taking" space next to the uploaded presentation, so that anyone could have their own digital diary of the conference.

Session formats

- Some participants would like more interactivity/participation, while several participants warned against the fact that this sometimes led to insufficiently curated/facilitated discussions
- Some would like to see the old formats reinvented (including the keynote slot)
- "The explainer on trial", "confession room" and "mini-keynote" were very well perceived and acclaimed formats. Participants applauded the originality and want to see them again next year as well as other original formats (suggestions: a salon for advice where people could ask the help of experts, an open space session where the format and content would be decided on the spot, a non-verbal session where concepts would be expressed in another, more original and relevant way)
- Several participants commented on the convenor's role: some felt they had received too little information and guidance from their convenor, some felt that the convenor should be more pro-active in ensuring time management during the session.

Topics and contents

- Many participants wanted to see a higher diversity of speakers (and hence topics): people from other sectors, more newcomers and young people (some noticed and applauded the "fresh ideas" scheme)
- Several participants asked for more sessions on innovation / vision / strategy
- Many participants alerted for the fact that different sessions were covering the same topics
- Many participants commented on the discrepancy between some sessions description on the programme and the actual content
- Many participants commented on how quality of different sessions varied so much
- Some participants commented on the poor English skills of some speakers
- Several participants called for more self-criticism and learning from failure
- Some participants mentioned not enough was covered for small science centres.
- More on marketing, leadership, communication, children's universities, citizen science, art&science, natural history and more practical topics such as cafeterias and shops. One participant asked for sessions that would follow-up on actions and changes that arose from a previous Ecsite conference session (e.g. Tristram Stuart call for action).

Venues and logistics

- Some participants commented on the technical problems at the start of Frans de Wall keynote speech.
- Some participants commented on the arrangement of the rooms: not fitted to the session format preventing effective discussions

- Participants appreciated the new lounge areas and want to see them next year. Some suggested to have even more of them
- Many participants ask for better food quality (even if vegetarian) and more diversity (especially for those with allergies)
- Some participants would wish for coffee and water served outside of coffee breaks

Social events

- Many participants felt excluded by the part-standing, part-seating dinner and reported to have felt excluded, with a second class treatment
- From those ok with having a buffet dinner at the Gala evening, many suggest to serve food that's easy to eat standing
- Some participants felt that the Gala Ball was oversold
- Because both the Gala and the Nocturne were happening in venues with different spaces and rooms, many participants suggested a more clear announcement, during the events themselves, of what's happening in these different spaces
- Some participants would rather see the Ecsite Jazz Band at the Nocturne rather than at the Gala
- Some participants found the awards ceremony too long, others too late and some others suggested not doing it during the Gala evening at all

Networking opportunities

- Some participants mentioned the need for a Business meeting space
- Some asked for more opportunities that facilitate certain communities of practice to meet up (e.g. at lunch)
- A participant suggested to have colour-coded badges marking communities of practice
- Many participants suggested to set up new ways of meeting people (e.g. find your buddy, Ecsite-dating, business speed dating, food sharing picnics, hashtag #meet)
- One participant asked for a way to facilitate connections with other relevant international events outside the museum field

Other suggestions

- Build up a conference's bibliography
- Bigger font on the Ecsite conference ID badge
- Some freelance participants asked for financial concessions to unwaged delegates
- A participant asked for an Ecsite Rock Band 😊

4. Qualitative focus: snapshot interviews

To access the accuracy of the feedback questionnaire sent to participants after the conference, for the first time this year, qualitative interviews were performed onsite, during the last two conference days.

Summary

142 attendees of the Ecsite 2016 conference completed the onsite snapshot interview. The collated responses offer useful insights to conference organisers, and serve to affirm common perceptions, but also highlight new considerations.

In sum, the conference is valued by its attendees particularly with respect to networking opportunities. Respondents' emphases on networking features irrespective of seniority of role, or frequency of attendance.

Perhaps due to the value placed on networking and communicating with colleagues, incidences of perceived inequity (such as the seating at the Gala Ball) were strongly criticised.

Finally, whilst it is impossible to please all the people all of the time, the feedback raises pertinent questions for the ACPC around the size and focus of the conference, and the extent and speed at which changes and provocations (e.g. nature of the food; the content of keynotes) should be made.

Data collection

Short snapshot interviews – each lasting approximately 4 minutes – were conducted with a total of 142 attendees of the 2016 Ecsite conference.

The interviews were conducted by members of the Annual Conference Planning Committee and student volunteers from the University of Vienna.

Each interviewer endeavoured to interview a 'mix' of respondents. Due to sample size, and sampling methods, we cannot claim that the respondents are representative of the entire conference, but every effort was made to interview a range of people in terms of age, and across a variety of locations (in the Business Bistro; outside session halls; in the garden; in the dining area) in order to capture a reasonable spread of views.

The interviews were conducted on the Friday and Saturday of the conference during lunch and coffee breaks.

In keeping with good ethical practice, care was taken to explain the purpose of the interview and the length of time required, that participation was entirely voluntary, and that respondents would not be identified by name or institution.

Responses were collected on paper, and transferred to a surveymonkey platform.

Overall, interviewers found the snapshot process to be relatively easy to conduct, and that most conference attendees, time permitting, were willing to be respondents. From the analysis of the more qualitative comments, it is clear that respondents were keen to proffer detailed feedback and advice.

Findings

1. General demographic data

Respondents were asked how many times they had previously attended the conference, and to indicate their role in their respective organisations. Interviewers also marked down the gender of each respondent.

a) Gender of respondents

Total number of respondents - 142
Number of male respondents - 75 (53% of sample)
Number of female respondents - 67 (47% of sample)

b) Frequency of attendance

Not attended conference previously - 46 (32%)
Attended once previously - 21 (15%)
Attended twice previously - 9 (6%)
Attended three times previously - 13 (9%)
Attended conference more than 3 times - 53 (37%)

Note: these are very similar values to those obtained through the online registration form

c) Job title

CEO / Director - 35 (25%)
Senior management - 44 (31%)
Other - 63 (44%)

(including: consultant; researcher; student; explainer: curator; PR: designer)

Note: these are very similar values to those obtained through the online registration form

2. Perceived value of conference

Respondents were then asked which aspects of the conference they valued the most. At first, responses were unprompted. However, if respondents seemed unable to recall particular aspects, or seemed unsure how to answer, they were shown a prompt sheet with the following keywords:

Conference sessions: Edgy
 Conference sessions: Foundations
 The Business Bistro
 Social Events
 Keynote speakers
 The Maker Space
 The GameLab
 Meeting colleagues from around the world
 Exploration of a new town
 Visit to a new museum/science centre

The responses can be characterised as follows, each with an illustrative quote. (Note, some respondents mentioned more than one aspect, hence the total is greater than the number of respondents)

87 mentions of Networking* - "talking to people is where good stuff happens"
 57 mentions of the sessions / learning during the conference - "because they are short and give lots of information"
 10 mentions of the Business Bistro - "it's the right platform for me to get the information I need"
 9 mentions of the keynotes - "because they inspire"
 9 mentions of social events - "having drinks with nice people in sunny places"
 2 mentions of seeing a new museum - "Frieda and Fred was inspiring"

*note: Networking was not specifically listed in the prompt sheet, yet emerged as a strong theme. Some interviewers classified comments around networking as belonging to the category of meeting colleagues from around the world, others did not.

In future iterations of the survey, we should use the word networking as a specific category.

The 87 mentions of networking and 57 mentions of sessions were made by respondents with varying levels of seniority, and frequency of attendance.

The above totals provide a useful summary and in particular serve to highlight the value placed on networking. However, a more detailed analysis of comments offers a more nuanced understanding of attendees' views. The following themes were identified in the analysis of open responses.

a) Sessions seen as opportunity for networking and learning.

Several respondents appeared to value the sessions for not only meeting new people, but also for gaining new ideas and information:

"Conference sessions – because it helps to create networking and provides information"
 (respondent's emphasis) (Male, more than 3, CEO)

b) Networking near and far

The value of networking was not just in meeting new people, but in cementing existing relationships:

“You meet international colleagues, and you can network with people from your own country” (Male, 1, CEO)

“A chance to exchange information with my colleagues” (Female, 3, other)

c) A supportive conference

Several respondents used the phrase ‘Ecsite family’ when referring to the conference community. This notion of a close and supportive community is evident in the following quotes:

“Because you realise that you are not alone, and you are not the only one that experiences those problems” (Female, 1, consultant)

“Bonding with people with same interests. You feel that you are understood” (Female, more than 3 freelancer)

d) Providing Specific content and overview

Respondents clearly valued the breadth of learning opportunities available. Several also commented on the inspirational contributions of keynote speeches:

“it provides me with a global view of what happens in the SC field” (Male, 0, CEO/Director)

“Keynote speakers, because they inspire and give you ideas to make new things” (Male, more than 3, CEO/Director)

e) Aspects not mentioned

Interestingly, there were very few mentions of Gamelab (n= 1) , or Maker Space (n = 2). Whilst it may be that these aspects were not particularly valued, it is worth noting that the interviews primarily took place in the Business Bistro away from the dedicated makerspaces and thus the evaluation process may have missed those with specific interests in gaming or making.

Similarly, only one person noted the conference’s emphasis on sustainability:

“I appreciated the sustainability aspect. Mostly as it is something I am personally interested in”.

3) Memories of the conference

Next, respondents were asked what they would remember the most from the conference. Responses were entered into the online platform as follows

43 said the Keynotes

24 mentioned the social events (in general terms)

19 said meeting colleagues from around the world
9 referred to the 'edgy' sessions
6 referred to 'foundations' sessions
7 mentioned the Business Bistro
6 mentioned the opening ceremony
4 referred to Makerspace
3 noted exploring a new town
2 described seeing new museums
1 mentioned Gamelab

However further analysis of the open comments provides further focus on memorable aspects:

24 explicitly referred to the ball
12 referred to particular sessions
7 explicitly referred to the Nocturne
4 mentioned the preconference
3 cited the opening ceremony

Additionally there were a number of more general comments noting the 'friendliness of the conference', the 'diversity and size of the conference'

4) Other comments

Finally, respondents were invited to make any other comments. These comments were extremely wide-ranging and offer a valuable insight into the views of conference attendees than would be possible with more closed questions.

The main themes inherent in the comments can be summarised as follows:

a) Questions around the inclusivity of the Gala Ball

The lack of seating for all, and the VIP nature of the seats available were noted by more than 15 respondents. Many comments were scathing in tone:

"At the Gala ball there was a two-class society, while one small group enjoyed comfortable seating, others had to eat while sitting on the stairs -> this should not be happening at a conference that prides itself on its inclusive mindset" (Male, more than 3, CEO)

Others critiqued the inclusion of the Awards ceremony at the Ball questioning its non-inclusive spirit:

"No more awards, please. We need to avoid this especially when it involves money prizes. It is a nonsense to organize competition among the members of a family, as Ecsite should consider itself to be." (Male, CEO, more than 3)

b) Calls for more external/outside influences

As in other years, there were mixed views about the 'breadth' of the conference in terms of content and size. Some respondents (n = 3) called for a greater opening- up:

"We need cross fertilisation from outside our areas and more novel formats" (Female more than 3, Other)

"It would be very important to open up the conference to people from other areas. Since we talk a lot about co-creation it would be very important to be able to actually introduce new viewpoints. It is easy to talk about the issues covered in the AC since we all agree about them" (Female, 0, other)

However, one respondent expressly noted that the conference was already too big, and becoming unfocused due to the inclusion of external field.

"I fear that we are getting too big and losing focus. There are so many parallel sessions, and we're attracting more and more people from related/other fields."

The same respondent went on to say that the size of the conference was limiting its location in smaller organisations:

"Now that the conference is so big, its impossible to be hosted by smaller centres, especially if part of the event is to be hosted in the centre." (Male, CEO, more than 3)

c) Provocative keynotes

11 respondents specifically mentioned the presentations of one or both keynotes. Most seemed to enjoy the provocative message of of Rasekoala, however, one CEO said

"Rosekaola = negative memory. Too provocative, not inspiring. Felt manipulated by her. Too much of a propaganda."

d) Business Bistro logistics

The following comments will be particularly useful to future conference organisers:

"As main sponsor, we have been given too short notice that there would have been a happy hour and we didn't manage to organize us for offering drinks. However, availability and helpfulness of the staff in charge has been very great." (Female, 0, CEO)

"More tables, more long chairs to provide the guests with a relaxing place for PR; e.g. the deckchairs under umbrellas were very welcome!" (Female, more than 3, senior management)

"Coffee breaks just not long enough for meaningful PR" (Male, more than 3, CEO)

e) You can't please all of the people all of the time...!

As in every evaluation of this type, views were found to vary considerably.

Some liked the vegetarian food, others were less amenable: "not everyone likes so much vegetables"

Some found the level of the sessions to be appropriate and interesting, others considered them to be repetitive:

"I have taken part more than 8 times and I always find the same persons speaking about the same topics. There is no new thing, and that is why I am sitting in this park." (Female, more than 3, CEO)

Some respondents proposed solutions that are in fact already in place!

"I'd like to have a platform to prepare the conference in advance so that I can anticipate meetings with people during the conference without losing too much time looking for them."

f) Some suggestions for future

The following comments are useful ideas for future conferences. Firstly, In terms of content for specific audiences:

"A suggestion of some activities for representatives of national governments which help them to understand the role of science centres for informal education." (Male, CEO, 1)

"I would like more information from the experience and challenges that small-medium institutes, companies or museums." (Female, 3, general management)

Secondly, with respect to conference organisation:

"Have digital boards with info of what is going on live"

"Organise for rooms to match nature of the sessions"

"Have a map of local transport specifically for conference venue"

g) Overall customer satisfaction?

There were a few very strong worded negative comments:

"[I will remember] the strong decrease of overall quality." (Male, more than 3, CEO/Director)

"The conference was very badly organized, e.g. the evaluation of the sessions was needlessly tedious for the attendants; disproportionately strong focus on science centers, natural history

museums were quasi absent. No critical reflection on the community. Overall very superficial treatment of the topics. The general mood of the audience was way worse than in past conferences” (Male, more than 3 CEO)

However, far far more respondents expressed positive sentiments as below

“I love it.” (Male, CEO more than 3)

“Impossible to make it better.” (Male, CEO, more than 3)

Discussion points

Success of ‘snapshot’ process:

Whilst the ACPC may not be surprised by many of the findings outlined above, the snapshot survey with its more qualitative focus provides a mechanism for documenting participants’ views not captured elsewhere.

Moreover, by involving members of the ACPC in the interview process, key decision makers for future conferences gain direct and unique insights that can be built on at planning meetings.

In terms of the process, a number of lessons have been learnt, and indeed it is recommended that the interview wording be discussed at an ACPC meeting and modified accordingly. Secondly, due to errors in the structure of the reporting platform, the analysis of findings in this instance was more complicated than expected. However, these can readily be corrected in future years.

5. Conference-related activity on Ecsite social media

Efforts put into making the Ecsite Annual Conference more present on social media in 2015 had proven successful, so a similar strategy was put in place for the 2016 edition, still concentrating on Twitter as the most prominent social media platform during the conference:

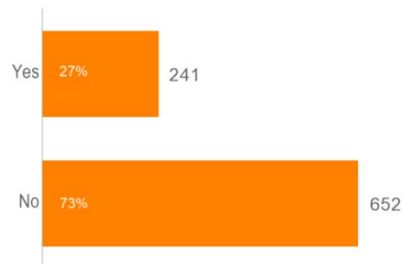
- A coordinated coverage strategy was put together with the conference host
- A Communications intern acted as a community manager for the five days of pre-conference and conference
- Room hashtags were used in order to help users follow different sessions happening in parallel
- A large screen served as a Twitter wall during the main conference, strategically positioned at the bottom of the escalators leading to the venue's first floor
- A daily Storify summary was put together.

As recommended in the 2015 evaluation report, more detailed analytical tools were used to measure impact.

Main take-away points:

- Number of conference participants using twitter for professional reasons (241) is lower than number of #Ecsite2016 users (950+). This could mean that participants are tweeting from non-professional accounts and/or a high number of non-attendees tweeterers.
- This year's twitter campaign was more effective than previous year: Ecsite had 1.5x more followers in 2016 but its activity generated 15x more impressions, about 10x more tweet clicks and re-tweets and 30x more favourites.
- In 2016, almost 6,500 Tweets were shared with the #Ecsite2016 hashtag, from almost 950+ users. In 2015, more than 2,000 tweets were exchanged from 243 users (note: we used a less precise analysis tool in 2015).
- #Ecsite2016 Twitterers are predominantly female (78%). By comparison, the gender difference is less striking in Ecsite followers (60% female).
- Content-wise, the most commonly used keyword in #Ecsite2016 tweets was "science".
- Facebook posts during the conference period reached 1,500 – 2,500 people. 9 June was the busiest day, with 2,600+ reached. Slightly lower value than 2015 that saw a peak of 2,800 reached on conference day 2.
- Ecsite's daily storify summaries were seen by 930 people on average. Less than in 2015, when Ecsite's daily storify summaries were seen by 1,170 people on average. This might indicate loss of interest in this type of online storytelling. More up-to-date multimedia storytelling could be considered for future editions.
- Ecsite.eu got 12,290 sessions and 51,825 page views during the conference period, against 6,622 and 25,434 in the preceding two-week period. These numbers are very clearly up compared to 2015 conference values (7,097 sessions and 21,179 page views). This is very probably due to the fact that for the first time an updated, user-friendly and fully responsive online programme was available on the Ecsite website.

Twitter – Participants use of twitter social network for professional reasons in 2015 (893 answers)

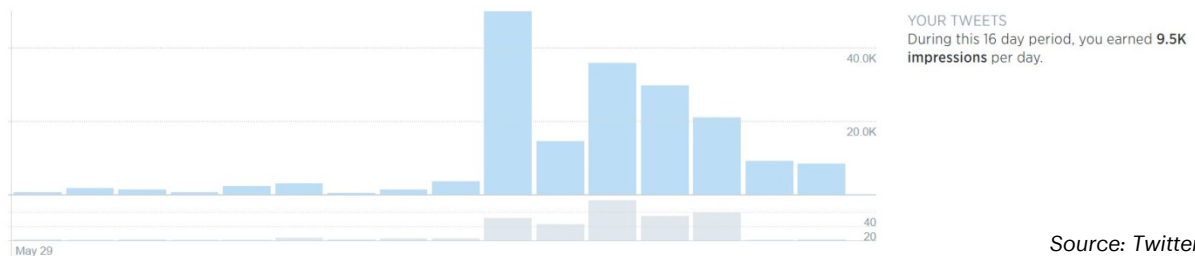


Twitter – Ecsite’s own activity

- 201 tweets were sent from the Ecsite account during the two-week conference period defined as 29 May – 13 June, against 158 in 2015 for the same period. As a comparison, 10 tweets were sent in the preceding two-week period (8 for the same period in 2015).
- They generated 152.5K impressions, 366 tweet clicks, 335 re-tweets and 840 likes, against 10.8K impressions, 31 tweet clicks, 27 re-tweets and 28 favourites in the preceding two-week period.
- Ecsite’s Twitter account gained 198 new followers during that period against 146 in the same period in 2015.

Tweets from @Ecsite between 29/05/16 and 13/06/16 – the conference peak is clearly visible

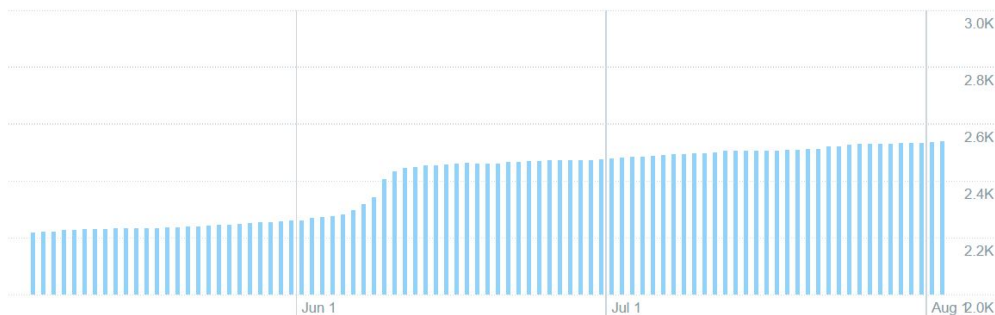
Your Tweets earned 152.5K impressions over this 16 day period



Source: Twitter

@Ecsite followers May-August 2016, with a clear “conference effect” mid June

OVERVIEW	DEMOGRAPHICS	LIFESTYLE	MOBILE FOOTPRINT
Top interest Science news	Top language English	Top interest type Science news	Top wireless carrier Orange



Source: Twitter

A 2015 – 2016 comparison of @Ecsite activity & reach during #Ecsite2015 and #Ecsite2016

RETWEETS

#Ecsite2015

RETWEETS
260



On average, you earned **16 Retweets** per day

#Ecsite2016

RETWEETS
335



On average, you earned **21 Retweets** per day

LIKES

#Ecsite2015

LIKES
320



On average, you earned **20 likes** per day

#Ecsite2016

LIKES
840



On average, you earned **53 likes** per day

ENGAGEMENT

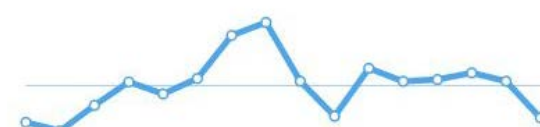
#Ecsite2015

ENGAGEMENT RATE
1.5%



#Ecsite2016

ENGAGEMENT RATE
1.9%



Source: Twitter

Twitter – the #Ecsite2016 hashtag

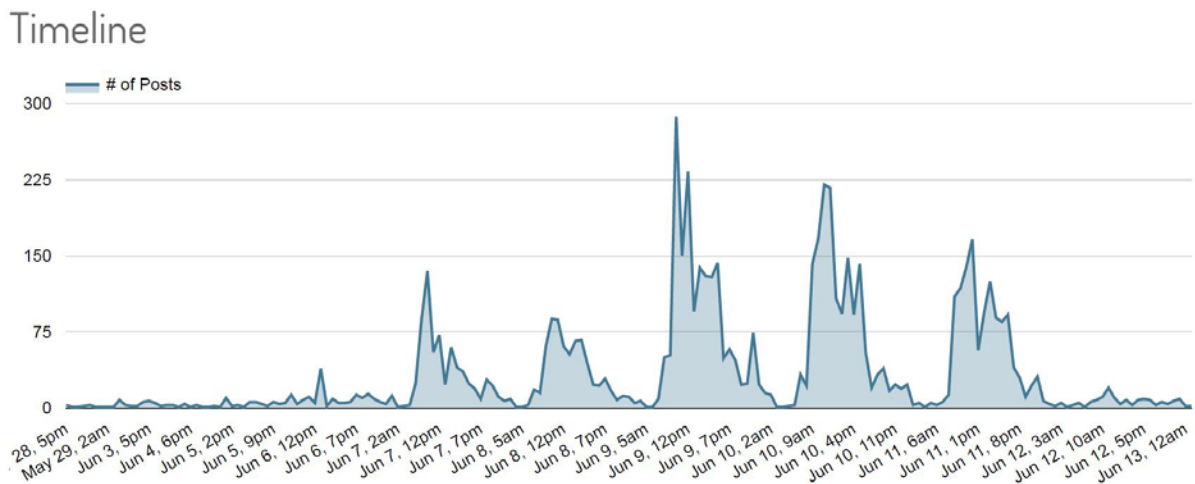
In 2016, almost 6,500 Tweets were shared with the #Ecsite2016 hashtag, from almost 950+ users, reaching 2.8 M Twitterers and generating almost 9.5M impressions. In 2015, more than 2,000 tweets were exchanged from 243 users (note: we used a less precise analysis tool in 2015).

#Ecsite2016 data (all-time records captured end of July 2016)



Source: Keyhole

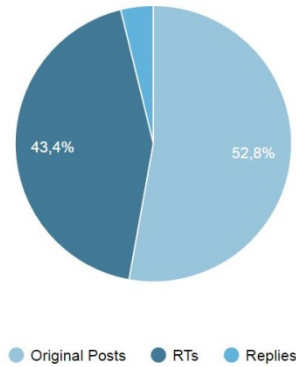
The graph below clearly shows the pre-conference (with a higher peak on the first day) and the main conference (idem). Twitterers tend to be more active in the morning, and coffee and lunch breaks are “quieter” – trends already observed in 2015.



Source: Keyhole

Slightly more than half of #Ecsite2016 were original tweets, and the other half retweets (with few replies).

Share of Posts

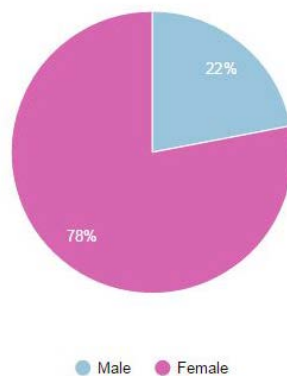


#Ecsite2016 Twitterers are predominantly female according to Keyhole (78%). By comparison, the gender difference is less striking in Ecsitre followers (60% female).

Unsurprisingly, 80% of conference-related tweets were sent from mobile devices.

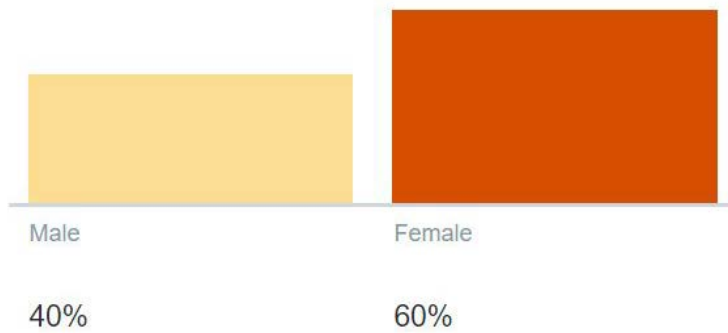
You can see the most influential and the most active #Ecsite2016 Twitterers below.

Gender of #Ecsite2016 Twitterers



Source: Keyhole

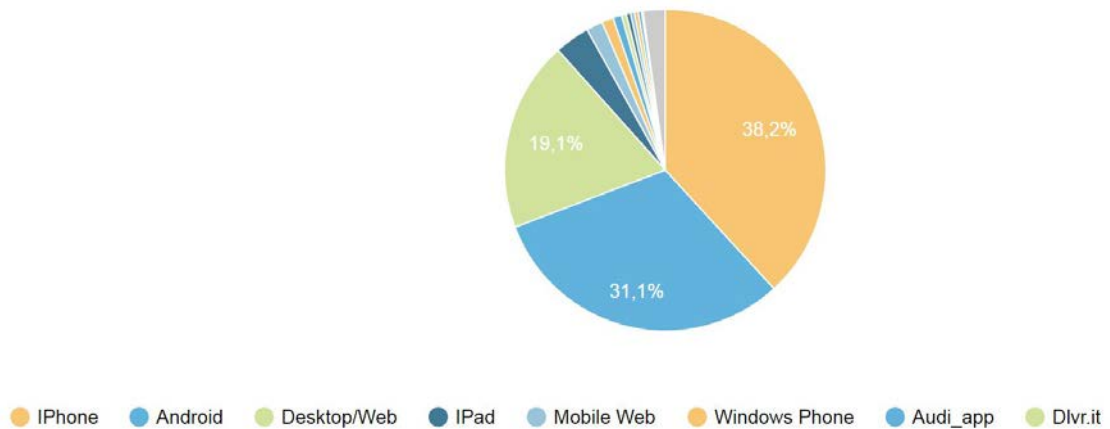
By comparison: gender of @Ecsite followers



Source: Twitter

Devices used by #Ecsite2016 Twitterers

Top Sources

























Source: Keyhole

Most influential and most active #Ecsite2016 Twitterers

Most Influential



	Posts ▼	Avg Follower Engagement ↕	Followers ↕	Impressions ↕	Exposure ↕	Bio	Location
  Ecsite @ecsited	189	2	2,261	427,329	1,492,425	Updates on the European network of science centres and museums from the Ecsite Executive Office in Brussels. http://www.ecsite.eu	Brussels, Belgium
  VSC_network @sciencemuseums	134	1	1,902	254,868	323,287	Netwerk van wetenschapsmusea en science centra. Tweets door Marjelle van Hoom = verenigingsmanager. http://www.vsc-netwerk.nl	Amsterdam
  Carmen @missfenollosa	128	0	1	128	36,449	indie queen turned into Space Lady	Monte Picayo
  Nathalie Caplet @natnatnet	115	0	814	93,610	101,899	In love w/ #scicom #CST (since uk molec microbio PhD), ex- @capsiences Now @SIRICBRIO #cancer #research (+some freelancing @NathCaplet) #recherche #science	Bordeaux, France
  Antonina @akhdzlv	113	0	50	5,650	68,851		
  Ryan Jenkins @ryanejenkins	105	1	878	92,190	273,804	making, tinkering, museums and other random thoughts @tinkeringstudio #exploratorium	Graz, Austria
  Raquel da Cunha @raquelccunha	103	1	71	7,313	104,176		Leuven
  Marion Sabourdy @fuzzyraptor	102	1	6,575	670,650	848,165	Science Writer, Museogeek, DinoLover ~ CM @EchoSciGre & @EchoSciTeam by @LaCasemate ~ Sci-Fi Writer @femtostory ~ Member @_ajspi @cafe_sciences @MontagneScience http://www.anthropoblog.fr/	Grenoble (France)
  Ecsite_REV group @ecsited_rev	102	1	137	13,974	114,583	We are one of the thematic groups of @Ecsite - research and evaluation is our theme. Come and meet us in Graz at the pre-conference or tweet us! http://www.ecsite.eu/activities_and_resources/#group	
  Joana Lobo Antunes @joanaloa	94	1	802	75,388	202,599	Head, communication office @itqbunl, Professor in Science Communication @NovaUnl. Mother of 2, daughter of 1, regularly caught singing in hallways. http://www.linkedin.com/in/joanaloboantunes	Graz, Österreich
  Julia Czipoth @czipjulia	80	0	85	6,800	19,558	Journalism & PR student PR for joanneum racing graz Graz Styria Austria	

Source: Keyhole





Content-wise, the most commonly used keyword in #Ecsite2016 tweets was... science. You'll also find the most retweeted posts below, as well as the most popular pictures.

Most used keywords in #Ecsite2016 tweets













































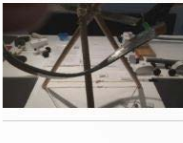









Source: Keyhole

Most popular tweets from the #Ecsite2016 Twitter feed

Top Posts		RTs/Likes	Klout	Recent	Download	</>	x
	GeoFort @GeoFort						
	Wat zijn we blij met het winnen van de Children in Museum Award 2016! #ecsite2016 https://t.co/Q2H84sMRLe						33
	ESA @esa						
	'Colours of Cooperation' at #ecsite2016 this week in Graz, details via @ESAExhibitions https://t.co/JA80GY0CPI https://t.co/PeOGim2gCS						28
	Capsule The Movie @Capsulethemovie						
	The latest The Capsule Daily! https://t.co/yK6Gu3CLZx #sahara #ecsite2016						26
	Ecsite @Ecsite						
	Rasekoala in essence: science is not neutral - it's euro-centric, white & male - so is #scicomm #Ecsite2016						18

Source: Keyhole

Most popular images from the #Ecsite2016 Twitter feed

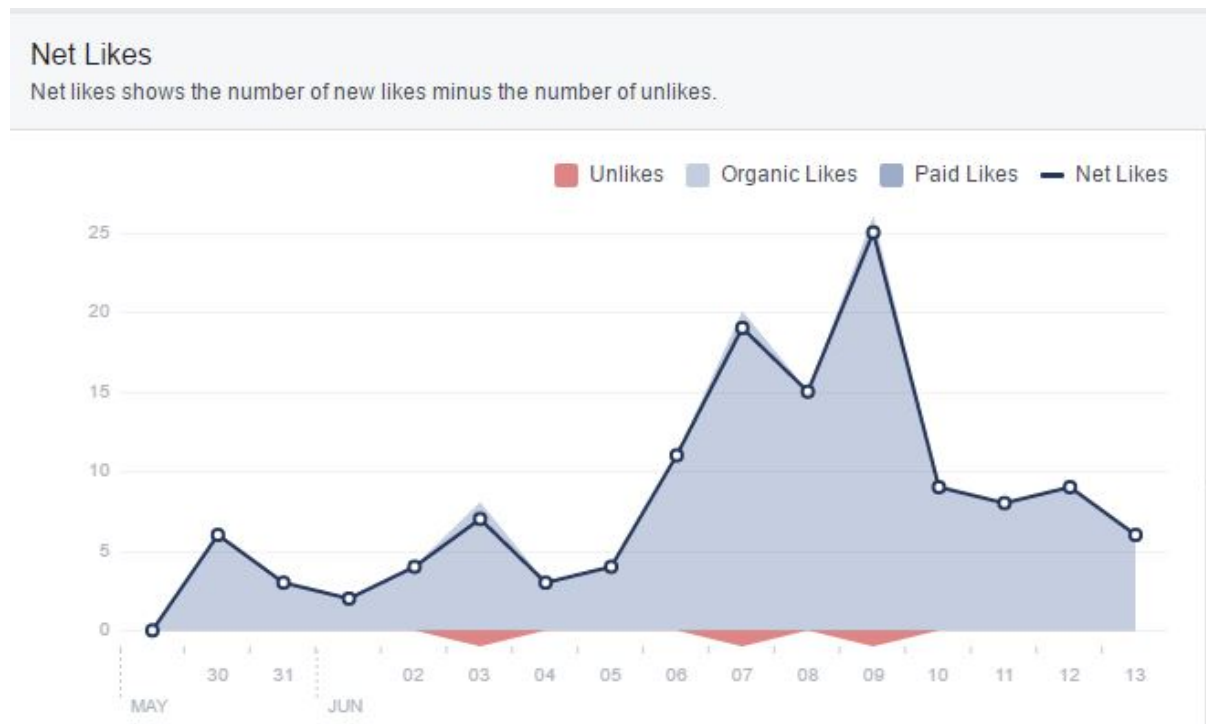
 <p>Wat zijn we blij met het winnen van de Children in Museum Award 2016! #Ecsite2016 https://t.co/Q2H84sMRL6</p> <p>30  </p>	 <p>'Colours of Cooperation' at #Ecsite2016 this week in Graz, details via @ESAExhibitions https://t.co/JA80GY0CPI https://t.co/PeOGim2gCS</p> <p>20  </p>	 <p>Congratulations to @HandsOnInt award winner GeoFort, Herwijnen, NL #Ecsite2016 https://t.co/OBIsUwsmex</p> <p>11  </p>	 <p>In Graz for @Ecsite? Come to my lecture tonight - free with your badge. Visit https://t.co/99L4WIFRjQ #ECSITE2016 https://t.co/mB1TaawjFP</p> <p>11  </p>
 <p>No interpretation needed. I LOVE these. #Ecsite2016 https://t.co/QxAY6jflNm</p> <p>10  </p>	 <p>Het @GeoFort in Herwijnen heeft de Children in Museums Award 2016 gewonnen! #miffyaward #handson #Ecsite2016 https://t.co/oaXeSkblLh</p> <p>10  </p>	 <p>amazed & impressed by art bots made of dissected toys! Join #Ecsitemakers tomorrow for more reanimation #Ecsite2016 https://t.co/Ht16Elg1e</p> <p>9  </p>	 <p>A clear to-do list. #Ecsite2016 https://t.co/oEz5rGx15</p> <p>9  </p>
 <p>#EcsiteAwards winning project from @Tekniskamuseet in video: https://t.co/DNBhjGkV9 #Ecsite2016 https://t.co/PeVj0Uwnk8</p> <p>9  </p>	 <p>'Science is not for me' is a fixed mindset conviction that s/c centres/museums should shift #Ecsite2016 #aud13 https://t.co/15C8sGc0o7</p> <p>9  </p>	 <p>Le @CarrNum de la @citedessciences au #GameLab d' #Ecsite2016 https://t.co/ly8EogXwLe</p> <p>8  </p>	 <p>How can you implement #RRI at your school? @jolopini talking about #education at an #Ecsite2016 @RRItools workshop https://t.co/gLZ03jsQB</p> <p>7  </p>
 <p>Not at #Ecsite2016? The #scicom conf's essence is in our daily Storify. Day1: https://t.co/hkBeP1pjp. More today! https://t.co/ZEoe46nbXD</p> <p>7  </p>	 <p>Great to hear designers' views on visitor testing so we can work together better #Ecsite_REV #Ecsite2016 #aud13 https://t.co/V37y7rCZjE</p> <p>7  </p>	 <p>#Ecsite2016 C'est la 1e fois que je vois ça, un circuit supraconductif avec un bolide en lévitation sans frottement https://t.co/szGSMoKAqo</p> <p>7  </p>	 <p>Dynamic evening @Ecsite #Ecsite2016 food for thought - natural history displays old+young @HKD_UK https://t.co/WagbjoOQUL</p> <p>7  </p>
 <p>welcome Installation of creations by @NcatrettNicole #Ecsite2016 #Ecsitemakers #furbys #toyhacks @TinkeringStudio https://t.co/VMwz9bsHhz</p>	 <p>10 November will be the first International Science Centre Day with all networks around the world #Ecsite2016 #aud1 https://t.co/FJYHdeAVSk</p>	 <p>#strawbees and @quirkbot are in the house!!! #Ecsite2016 #Ecsitemakers @makestrawbees @NorwayMakers @Ecsite https://t.co/3JtahNZyAl</p>	 <p>Let's #ChangeTheNumbers with @femmesetscience! #GirlPower #WomenAndScience #Ecsite2016 https://t.co/YdYgNB1Hb4</p>

Source: Keyhole

Facebook

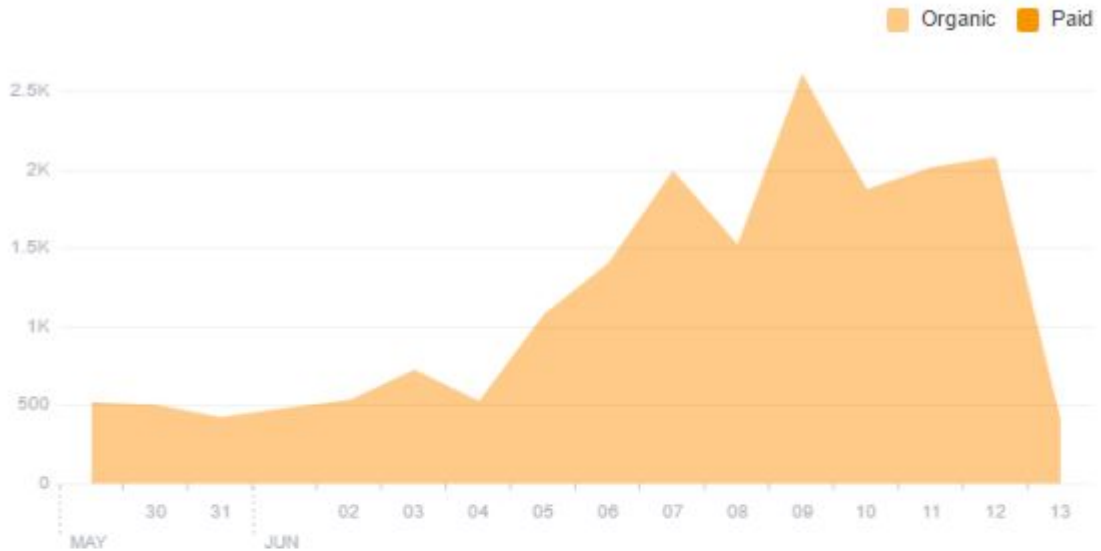
- 21 posts were published on Ecsite’s Facebook page during the conference period, against 5 in the preceding two-week period. In 2015, 17 posts were shared in the conference period and in 2014: 20.
- Ecsite’s Facebook page gained 128 new likes against 17 in the preceding two-week period. 2015: 148 / 2014: 23.
- Posts during the conference period reached 1,500 – 2,500 people, with the same peaks on the first pre-conference and first main conference day as on Twitter. 9 June was the busiest day, with 2,600+ reached. These figures are slightly down from 2015 that saw a peak of 2,800 reached on conference day 2. During the 2014 conference period, posts reached about 5-600 people daily.

Ecsite Facebook activity 29 May 2016 – 16 June 2016



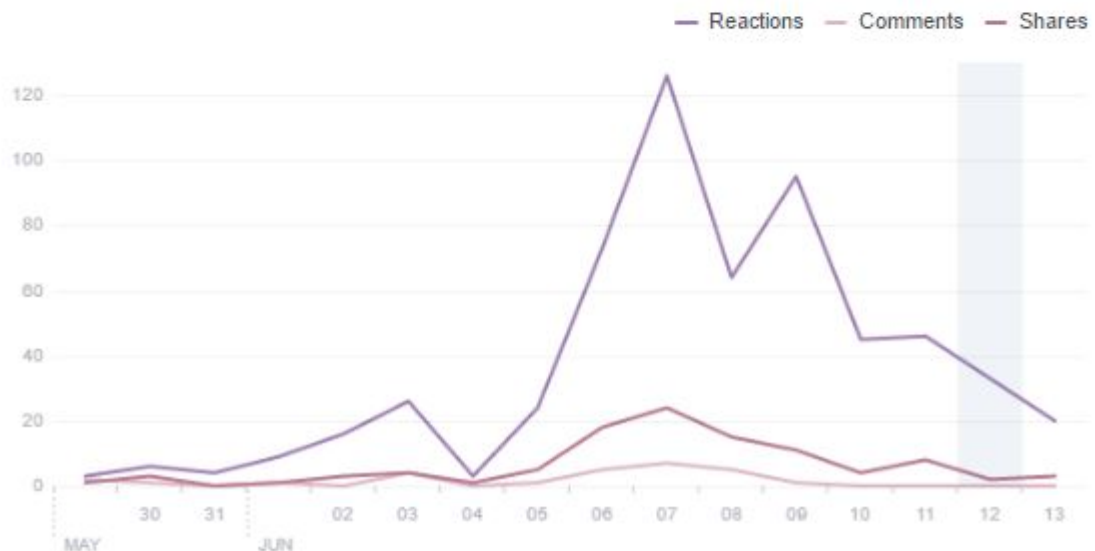
Post Reach

The number of people your posts were served to.



Reactions, Comments, and Shares

These actions will help you reach more people.



Source: Facebook

Storify

Ecsite's daily storify summaries were seen by 930 people on average – with a low for Friday 10 June's story (708 views) and a high for Tuesday 7 June's story (1,146 views).

By comparison, in 2015 Ecsite's daily storify summaries were seen by 1,170 people on average – with a low for Friday 12 June's story (538 views) and a high for Saturday 13 June's story (3,080 views)

YouTube

Four videos relating to the 2016 Ecsite Annual Conference were published on the Ecsite Youtube channel:

- A teaser published in December 2015, showing the Graz team singing “Stille Nacht”, viewed 141 times (as of 6 September 2016)
- A promotional video of Graz, viewed 125 times
- A recording of the Opening ceremony, viewed 126 times
- Elizabeth Rasekoala’s speech, viewed 464 times

Note: Frans de Waal declined being videotaped.

For comparison:

- A recording of the 2015 Opening ceremony was viewed 141 times
- A video summary of the 2015 first conference days was viewed 152 times (as of 6 September 2016)
- The trailer for the 2015 Nocturne mystery murder was viewed 210 times
- Andrea Illy’s 2015 keynote speech was viewed 128 times
- Tristram Stuart’s 2015 keynote speech was viewed 584 times
- A recording of the 2014 Opening ceremony was viewed 68 times
- 25 anniversary videos published weekly in the run up to the 2014 Ecsite Annual conference got between 4 and 121 views each (most of them 10-15)
- A recording of the 2013 Opening ceremony was viewed 262 times
- Dominique Pestere’s 2013 keynote speech was viewed 158 times and Susan Greenfield’s 801 times

Note that views accumulate over time; in August 2015, Tristram Stuart’s speech had only been seen 138 times for instance.

Flickr

The 2016 Ecsite Annual Conference album got 4,035 views (as of 6 September 2016). As a comparison, the 2015 conference album got 6,686 views (5,876 last August) and the 2014 conference album got 5,213 views (5,018 last August).

Correlated – traffic on Ecsite website

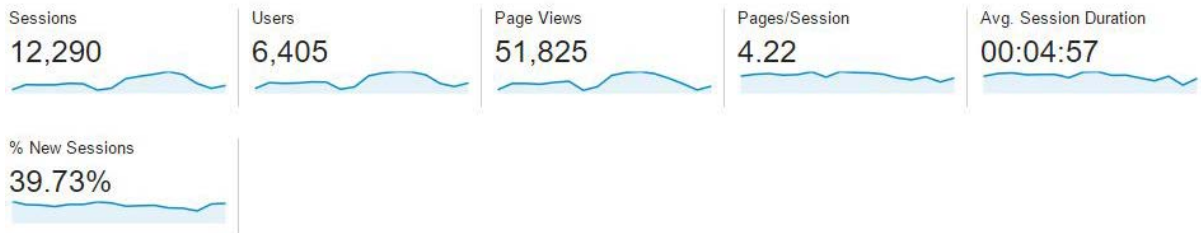
Ecsite.eu got 12,290 sessions and 51,825 page views during the conference period, against 6,622 and 25,434 in the preceding two-week period.

These numbers are very clearly up compared to 2015 conference values (7,097 sessions and 21,179 page views) and 2014 conference values (7,761 and 22,306 respectively). This is very probably due to the fact that for the first time an updated, user-friendly and fully responsive online programme was available on the Ecsite website.

During the conference period, the most visited page was the programme page (almost 30% of all traffic on the website at that time), followed by the general conference page (10%) and the Ecsite homepage (7%).

When comparing visitor behaviours during the 2016 conference to the preceding year, we can see that conference-related users tend to spend longer on the website and to view more pages per sessions. There are fewer new visitors during the conference period: 40% against a usual 52%. This makes sense: quite a few attendees will have viewed the Ecsite website before the conference peak itself.

Ecsite website data during the 2016 conference period



The same metrics over one year (June 2015 – June 2016)



Appendices

Appendix 1 – Different questionnaires and forms

Questions integrated into the online registration form

Help us serve you better

Thank you for answering these questions to help us serve you better. All provided information will remain confidential.

How many past Ecsite Conferences have you attended?

Your employment category (and Department)

Type of organisation

Budget size of your organisation (yearly)

What is your organisation's main reason for sending you to the Ecsite conference?

On a personal level, what are you hoping to get from the conference?

Do you have a Twitter account you use for professional purposes? Yes No

Graz is a bike-friendly city. Would you be interested in renting a bike while attending the conference at a daily cost of €9? Yes No

The Gala Ball on 9 June will be an opportunity to dress up (if you like that). Would you be interested in borrowing a ball outfit in Graz for €20? Yes No

Post-event online questionnaire

1. INFORMATION AND WELCOME

Please rate the following aspects of the conference. Leave the line empty if you did not get the chance to experience a particular feature.

(poor/ fair/ good/ excellent buttons provided for each aspect)

- Conference information received by email
- Online registration procedure and follow-up
- Conference website
- Coverage on social media platforms
- Welcome desks at airport and train station
- Registration desk at conference venues
- Helpers on-site
- Facilities of the conference venue
- Printed conference programme

Online programme

During the conference, did you visit the Ecsite website to browse through the conference programme? *(yes/no buttons)*

2. SESSIONS

2a - Sessions and speeches

Please rate the following aspects of the conference

(poor/ fair/ good/ excellent buttons provided for each aspect)

- Sessions: relevance of topics
- Sessions: variety of topics
- Quality of Keynote speech 10 June (Elizabeth Rasekoala)
- Quality of Keynote speech 11 June (Frans de Waal)

2b - Maker Space

Did you visit the Maker Space? *(yes/no buttons)*

2c - GameLab

Did you visit the GameLab? *(yes/no buttons)*

Your suggestions on conference contents

Do you have any suggestions regarding sessions, formats and speeches?

(free text field)

3. NETWORKING & SOCIAL

Please rate the following aspects of the conference. Leave the line empty if you did not get the chance to experience a particular feature.

(poor/ fair/ good/ excellent buttons provided for each aspect)

- Opening event
- Opening event
- Nocturne
- Farewell Party
- Newcomers breakfast
- 'Ecsite for all' public event

- Set up & design of the Business Bistro and lounge areas
- Networking & business opportunities at the Business Bistro
- Overall networking opportunities

Meals

Please rate the quality of food and drinks at the following occasions. Leave the line empty if you did not get the chance to experience a particular feature.

(poor/ fair/ good/ excellent buttons provided for each aspect)

- Coffee breaks
- Lunches
- Gala Ball
- Nocturne

Vegetarian-only lunches were served. What do you think of this? *(rather negative / neutral / rather positive buttons)*

Gala Ball

This year's Gala Ball format differed from previous seated Gala dinners. What do you think of the following new components? Could we repeat them in future Gala evenings?

(positive – you could do it again / negative – don't do it again / no option buttons provided for each aspect)

- Buffet (rather than food served at table)
- Part-seated, part-standing evening
- Live entertainment rooted in local tradition
- Awards ceremony
- Dressing up

Leave the line empty if you did not get the chance to experience a particular feature.

How would you rate the Gala Ball overall?

- Overall experience *(poor/ fair/ good/ excellent buttons)*

Your suggestions on social events and networking

Do you have any suggestions social events, networking opportunities or the Business Bistro?

(free text field)

4. CONFERENCE EXPERIENCE

What three words would you use to sum up your experience at the Ecsite Conference this year?

1 (free text field)

2 (free text field)

3 (free text field)

5. NEXT CONFERENCE

Will you attend the Conference next year? (yes/no/ I don't know buttons)

Questionnaire sent to Business Bistro exhibitors

How do you rate the following elements of the Ecsite Business Bistro?

Overall experience *

	1	2	3	4	5	
not satisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very satisfied

Advance information: emails, exhibitors handbook

	1	2	3	4	5	
not satisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very satisfied

Booth booking process

	1	2	3	4	5	
not satisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very satisfied

Support from the Ecsite team before and during the conference

	1	2	3	4	5	
not satisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very satisfied

Technical support of onsite team

	1	2	3	4	5	
not satisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very satisfied

Exposure and visibility during conference

	1	2	3	4	5	
none	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	optimal

Questionnaire sent to Business Bistro exhibitors (continuation)

Quality of contacts and business opportunities during conference

	1	2	3	4	5	
not satisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very satisfied

Happy Hour

	1	2	3	4	5	
not satisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very satisfied

The 3 things you liked the most

Your answer

Would you like to attend the 2017 Ecsite Annual Conference in Porto, Portugal? *

- Yes, definitely!
- Probably yes
- Maybe, still considering...
- Probably not
- Never

Would you be interested in becoming an Ecsite sponsor? *

- Yes, contact me please!
- Maybe, could you send me more info?
- Not really, maybe next time.
- No, it does not interest me at all.

Do you have any comments and/or suggestions?

Your answer

Individual session paper feedback form



Cooperate: give feedback on this session

*You were picked to contribute precious comments about this session. Thank you for your time!
Your feedback matters to speakers and convenors. It will inform future Ecsite conferences.*

Session title _____

Time and date _____

Please rate the following criteria by circling a value:

Quality of content
(poor) 1 2 3 4 5 (excellent)

Quality of delivery
(poor) 1 2 3 4 5 (excellent)

In your opinion, did this session correspond to the description advertised in the programme?

- Yes No, but I found it interesting/
enjoyable anyway
 No, and I was disappointed I don't know

FEEDBACK TO SPEAKERS AND CONVENORS

What one thing was particularly good about this session? _____

What one thing was not so good? _____

FEEDBACK TO CONFERENCE ORGANISERS

What could be learnt from this session to improve future conferences?

Don't hesitate to use the back of this sheet for further comments

Snapshot interviews

“Can you spare 3 minutes to answer a couple of questions about the conference?”

1) Firstly, can I ask whether you’ve attended the conference before?

Gender	Have you attended a conference before?				
M / F	0	1	2	3	More than 3

2) Which aspect of the conference you finding the most valuable, and why?
(Only if respondent stuck, show prompt card listing various conference activities)

3) What do you think you’ll remember most from the 2016 Ecsite conference in Graz?

4) Could I ask you how you would define your role in your institution?

Role in their institution (tick)
 CEO or Director
 Senior Management
 Other staff
 Other

5) Finally, do you have any comments / suggestions about the conference that you want to share with us?

Appendix 2 – Response rates

Questions integrated into the online registration questionnaire

893 out of 1081 registered participants answered at least one of the questions asked in 2016, i.e. a rather high 83% response rate.

The response rate was higher among participants belonging to Ecsite member organisations (66%) than those not belonging to Ecsite member organisations. (In 2015 the rate of response was the same between these two groups).

The breakdown of response rates for individual questions is shown below.

	Answer rate out of all registered participants	Answer rate out of those who answered at least one question / were allowed to answer that question
Turnover	58%	70%
Staff category	79%	96%
Department	*	98%
Reason sent to conference	55%	67%
Hoping to get from conference	50%	56%

*Note: only non-CEOs could answer that question

Post-conference online feedback questionnaire

171 online feedback forms were submitted in 2016, representing about 16% of all 1,081 on-site attendees. The response rate is the same as in 2015 but has been constantly dropping since the current online questionnaire was introduced in 2011.

	Number of participants	Feedback forms collected	Response rate
2011	842	200	24%
2012	995	241	24%
2013	1,058	225	21%
2014	954	178	19%
2015	1,101	171	16%
2016	1,081	171	16%
Average	990	203	21%

Questionnaire sent to Business Bistro exhibitors

29 out of 50 exhibitors sent back the specific questionnaire sent to them. This is about the same as in 2015 (28/50) and better than 2014 (23/50).

Individual session paper feedback form

1,185 forms were collected, i.e. an average of 9 forms per individual session (pre-conference included). In 2015, 2,067 forms were collected, i.e. an average of 17 forms per individual session (pre-conference included).

Appendix 3 – Brief description of evaluated social events

Opening ceremony

Date & time: Thursday 9 June, 10.00-11.00

Location: Main auditorium (Messe convention centre)

Description: Eight speakers welcomed participants, with with playful interludes by a colourful theatre company. The speakers were:

1. Margit Fischer, President Association ScienceCenter-Network
2. Jörg Ehtreiber, Director FRida & freD – The Graz Children’s Museum
3. Wolfgang Muchitsch, Director Universalmuseum Joanneum
4. Barbara Streicher, CEO Association ScienceCenter-Network
5. Michiel Buchel, President, Ecsite
6. Catherine Franche, Executive Director, Ecsite
7. Kurt Hohensinner, City Councillor for Education, Integration and Sport
8. Heinz Fischer, Federal President of the Republic of Austria

Gala Ball

Date & time: Thursday 9 June, 19.30-00.00

Location: Congress Graz (in the centre of Graz)

Description: Participants were welcomed by a string quartet and a drink in a beautiful Congress building. The dance floor was soon opened with a formal polonaise performed by local dance students. Typical Austrian Ball food was available in a self-serving buffet and some tables were available throughout the venue, in different salons with different atmospheres. Dinner was served at selected VIP tables in the ballroom. The Ecsite jazz band played at the foyer and participants could freely move between rooms. The following announcements or entertainment pieces took place during dinner:

- Opening polonaise dance (in the ballroom)
- Artistic performances by Theater Feuerblau
- Performance by the Ecsite jazz band (in one of the smaller salons)
- Announcement of the 2016 Ecsite Award winner
- Hands On! Awards ceremony
- Final quadrille dance

The orchestra played all evening in the main ballroom and participants danced traditional, but mostly popular music till the end of the event.

Nocturne

Date & time: Friday 10 June, 20.00-00.00

Location: Joanneum Quarter

Description: Participants were free to wander through the museum and help themselves to Styrian food stalls spread out through the space. Special entertainment included:

- Tours and hands-on experiences
- Outdoor cinema streaming the opening game of the UEFA Euro 2016
- Dancing

Closing ceremony

Date & time: Saturday 11 June, 18.15-19.00

Location: Main auditorium (Messe convention centre)

Description: The Chair of the ACPC delivered a short closing statement. The Ecsite President said a few words. The 2016 hosts handed over the symbolic “conference bell” to the 2017 hosts. Participants watched a short introduction film about the city of Porto and a live performance by a guest artist that told the poetic story of the 2017 hosting museum. Ecsite 2017 team representatives went on stage, said some words and danced their way out, concluding the event with some portuguese drinks at the exit of the auditorium.

Farewell Party

Date & time: Saturday 11 June, 21.00-02.00

Location: Kunsthaus Graz

Description: A DJ played party classics. Participants could also visit the exhibitions.

Newcomers' breakfast

Date & time: Thursday 9 June, 08.00-10.00

Location: Messe convention centre, café at the back of the Business Bistro

Description: About 100 first-time participants joined half a dozen members of the ACPC for a networking breakfast. A simple speed dating process allowed participants to talk with all those sitting in the same table (8-10 people per table).

Ecsite for all

Date & time: from Tuesday 7 till Thursday 9 June

Location: Messe convention centre, Hall A

Description: Participants joined the local public in building a machine of chain reactions in one of the Messe Congress convention centre's large halls. This public event also involved Graz inhabitants: schools classes, kindergarden groups, universities and companies.

The machine was officially launched three times:

Tuesday 7 June at 12:00 & 16:00

Thursday 9 June at 16:00 (during the conference coffee break)

Participants could join the construction process in Hall A on:

Tuesday 7 June: 9:00 – 13:00 (special slot for school groups) & 13:00 – 17:45

Wednesday 8 June: 13:00 – 17:45

Thursday 9 June: 13:00 – 17:45