ECSITE ANNUAL CONFERENCE TRENTO 11-13 JUNE 2015

2015 Ecsite Annual Conference
Evaluation & recommendations

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September 2015

Contents

Summary and lessons learnt for future editions

Dear conference participants,

Thank you for the precious feedback you provided on the 26th edition of the Ecsite Annual Conference, which took place on 11-13 June 2015 in Trento, Italy. It was hosted by MUSE – Museo delle Scienze and welcomed 1,101 participants from 52 different countries, making it the largest Ecsite conference to date.

The conference theme was "Food for curious minds" 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 both at MUSE itself at the neighbouring Trento Fiere trade fair centre, where the Business Bistro was also located. These sessions were selected by the Annual Programme Committee (ACPC) from 168 proposals submitted in October 2014. 48 exhibitors held a booth at the Business Bistro trade fair. The conference programme also included numerous social events and networking opportunities.

In its June 2015 meeting, the Ecsite Board and ACPC Chair reiterated the crucial role of the conference as a professional development tool, and underlined how important it is that the event evolves with attendees' changing needs – an evolution made possible by your feedback. The Board would like to see attendance numbers rise in the future.

This evaluation report will help guide future evolutions. It compiles data collected from different sources. A particular effort was made to generate new insights, using data collected in 2015 but also on previous years.

Collected feedback paints the overall picture of **a successful 2015 Ecsite Annual Conference**, with a slightly above average satisfaction rate and a particularly welcoming general impression.

The ACPC looked at your detailed feedback and has put the following action plan into place to address the most common feedback points.

Feedback point	Actions for future editions
Look into the event's environmental impact and sustainability	• 2016 host is planning a number of actions to reduce waste • Communication to participants will explain plan in place and include sustainability tips (from 2016) • Participants will be able to opt out from receiving a paper programme (from 2016) • Sustainability will be included in calls for future conference hosts (from 2020) and will be part of discussions with 2017, 2018 and 2019 hosts • A list of best practice examples will be put together for future hosts (from 2017) • We are inviting participants to put forward session proposals on sustainability issues & best practices in our field (from 2016)
Encourage participation from speakers bringing in new ideas & perspectives, from different professional horizons	• 15 free one-day registrations are available for speakers bringing fresh ideas to the 2016 edition (see details here) • A collaboration with the Hands On! association for children in museums will take place in 2016 (see details in First Announcement, p.13) . Collaborations with other networks and associations could become a regular feature and open the conference to a different "crowd" each year • Information will be provided on the Erasmus + programme in order to encourage attendees to make the most of it (from 2016) • A bursary to support a number of attendees facing financial barriers

	will be put in place from 2017 • A number of new formats is planned for 2016 – more when the programme is released in February 2016
Social events	• The Opening ceremony rating has continuously decreased over years and is the lowest of all social events – this calls for a re-think of its format, from 2017. • A careful eye will be kept on the Gala & Nocturne programmes to avoid overload (from 2016).
Communication tools	• Rating of the conference website has improved over the years but stays one of the lowest rated element on average. A personalisable dynamic programme, dynamic Business Bistro map and simplified "proposal to actual session" cycle are being introduced for 2016. • Social media cover has only been rated for two years and has seen a significantly improved satisfaction rate in 2015, but again there is room for improvement. A systematic data collection strategy from social media platforms will be put in place from 2016 in order to provide a finer analysis of conference-related activity on social media. • The development of a conference mobile application would be a plus – currently under budgetary review.
Business Bistro	• Business Bistro exhibitors will have access to water at all times and coffee outside of participants breaks from 2016. • If a Business Bistro competition is held again in the future, it needs to be better promoted to participants.
Evaluation	• Feedback collection needs to be improved: the response rate for the online post-event questionnaire has reached its lowest level since 2011 and it would probably be possible to collect more than the 20 paper forms returned on average for each session. The whole conference evaluation plan is being reviewed for 2016.

The ACPC, the Executive Office, the Ecsite Board and the 2015 & 2016 conference hosts thank you again for your contribution.

The Ecsite Annual Conference Programme Committee (ACPC)

Look back on the 2015 edition here and forward to the 2016 one here!

Objectives and method

The aim of this report is to paint a picture of this 26th 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 2015, 1,193 registration forms were completed[1].
- A set of non-mandatory questions also included this year in the online registration form, answered by 838 attendees (i.e. 70% of registered participants). They revolved around participants' profiles and their uses of Ecsite communications channels. Some of the same questions were also asked in 2014.
- A post-event online feedback form available on the Ecsite website from mid-June to beginning of August 2015 and promoted to participants via an email campaign. Participants were asked to rate different aspects of the conference (organisation, social events, overall contents). 171 feedback questionnaires were received. Most of the questions have been repeated in feedback gathered since 2011, which allows comparative analysis.
- An overall analysis of the 2,067 paper feedback forms collected on site for individual conference sessions. Feedback regarding each individual session was sent to each convenor – it is a general analysis we are providing here.
- A satisfaction questionnaire sent to Business Bistro exhibitors for the second consecutive year and filled in by 28 out of 48 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.

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[1] This number is slightly higher than the final number of on-site attendees because of a small number of last-minute cancellations and double registrations. The difference is small enough to not be statistically too significant.

1. Who attended?

In a nutshell:
- 2015 saw the largest ever number of participants (1,101) and the second highest diversity of geographical origins (52 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 2015, Italians participants were particularly numerous.
- About two thirds of 2015 attendees belong to an Ecsite member organisation, a proportion which has risen slightly over the past 3 years.
- 35-40% of 2015 participants come from small to medium organisations (annual turnover up to € 1 M), 27% from medium to large organisations (€1-5M) and 33-38% from large organisations (over € 5 M).
- About a third of 2015 participants are CEOs or Directors and about a quarter are Senior Managers.
- In 2015, 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 learning and programmes, another third in exhibitions-related activities and 15% in marketing, PR and communications.
- These results are consistent with 2014 data reflecting participants' expressed main interest when attending the conference, with exhibitions raking 45%, audiences and learning 31% and marketing and communications 13%.
- About 75% of respondents had used at least one Ecsite communication channel between the beginning of 2015 and the time they registered. The Ecsite website was the most used channel among them (88% had browsed through it), which is hardly surprising since it is the main source of information about the conference. 57% of those who had used at least one channel had also read the Ecsite newsletter or magazine, which can be seen to indicate a fairly regular contact with Ecsite, even outside of the conference.
- Note: we know that in 2014 the conference attracted about 30% of newcomers, while almost 50% of attendees had already attended two or more Ecsite conferences.


- Attendance (left) and represented countries (right) over the years
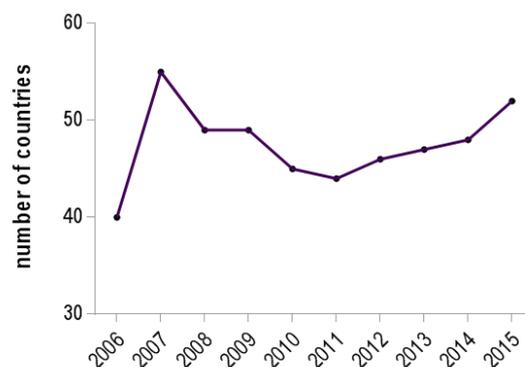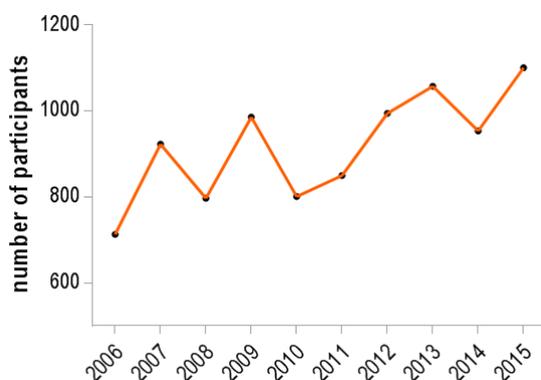
- Geographic origin of participants 2012-2015
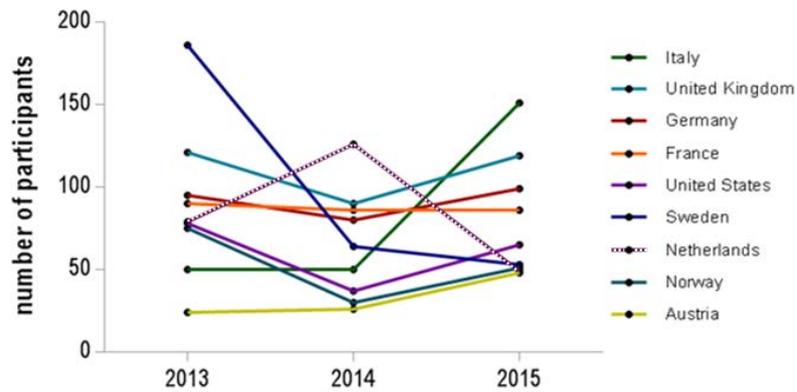
- Members / non-members / students 2012-2015
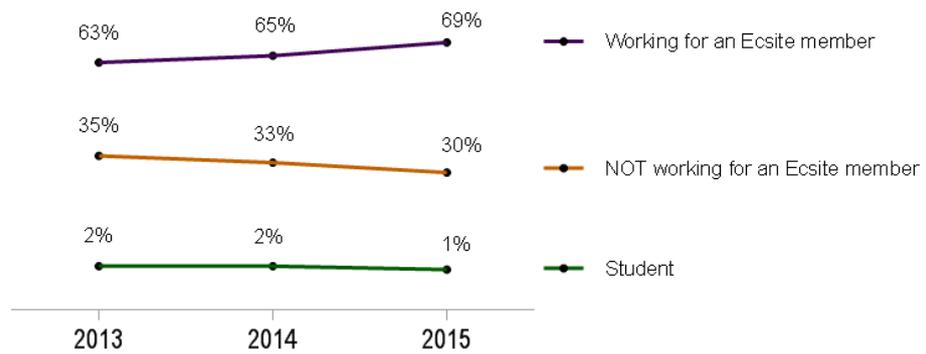
- Return rate in 2014 (653 answers) – number of Ecsite Annual Conferences attended in the past
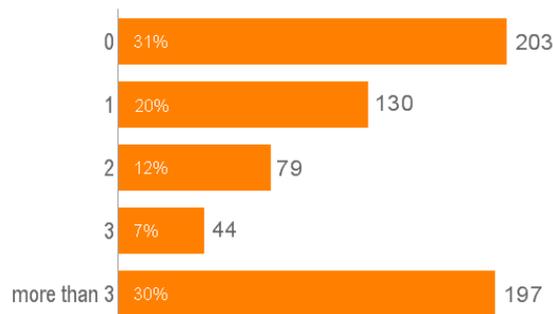
- Yearly turnover of participants' organisations – detailed 2015 data (€M)
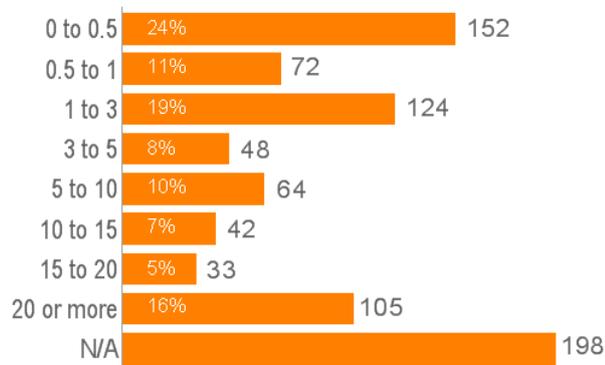
Note: treat data with caution (we noticed inconsistencies in data provided by attendees from the same organisation – this is probably due to the fact that many attendees do not know the answer to this question very precisely)

- Yearly turnover of participants' organisations – comparison 2014 (499 answer) - 2015 (640 answers)
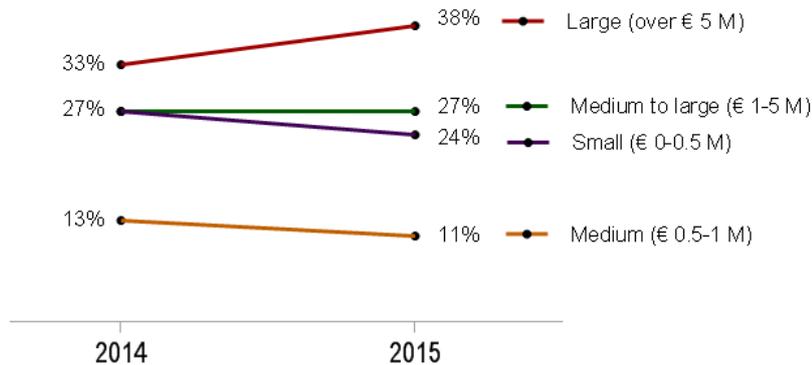
- Categories of staff attending the conference in 2014 (606 answer) and 2015 (789 answers)
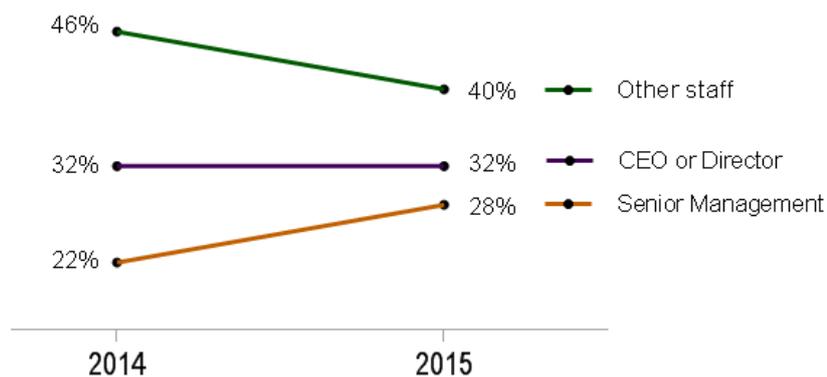
- Departments for non-CEO staff 2015 (419 answers)

Education / learning / facilitators / programmes	35%	146
Exhibitions / interpretation / collections	30%	126
Communications / marketing / PR	15%	62
Operations and finance	6%	27
Other	6%	25
Research / academia / evaluation	2%	10
Partnerships / fundraising / sales	2%	8
International relations	2%	8
Management / directorate	2%	7

- Participants' main topic of interest 2014 (566 answers)

Exhibits, design, collections	45%	257
Audiences, learning, education	23%	129
Marketing & communications	13%	71
Research and evaluation	8%	48
Operations & finance	4%	22
Equity and inclusion	2%	12
Other	4%	27
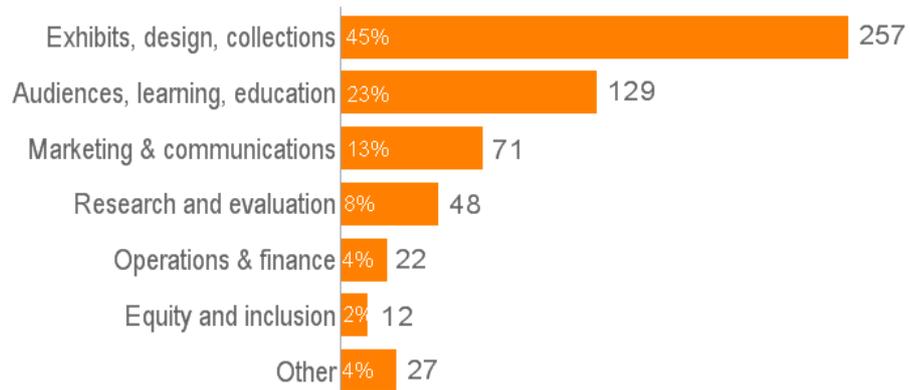
- Numbers of Ecsite communications channels participants had used in 2015

0	24%	197
1	33%	274
2	25%	211
3	12%	101
4	4%	35
5	2%	19
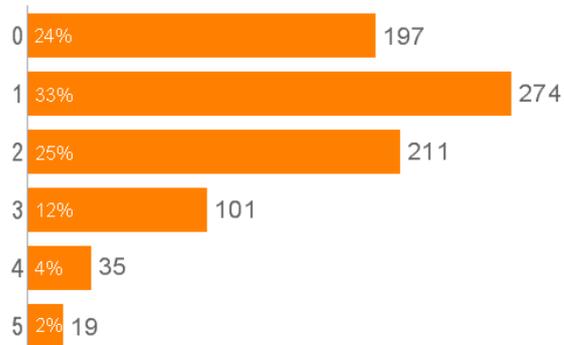
- Respective ranking of channels among those who had used at least one in 2015

| Channel	%	Value
Ecsite website	45%	564
E-news or magazine	23%	364
Facebook	8%	155
Twitter	4%	66
"Cooking the conference" interview	4%	85
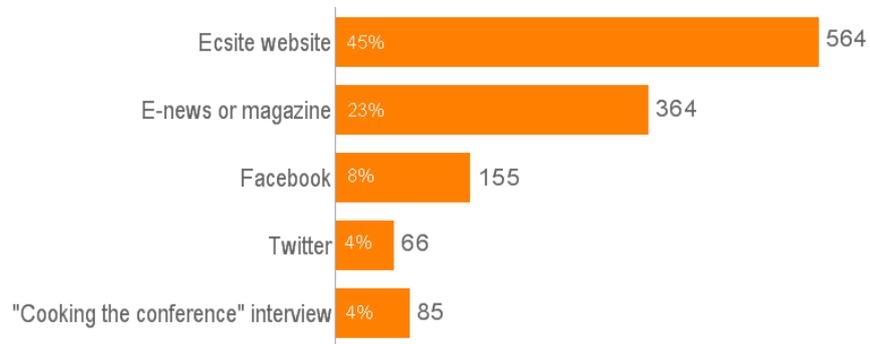
2. How did participants rate the 2015 edition?

2.1 General impression

In a nutshell:

- The overall satisfaction rate of Ecsite Annual Conferences has been fairly constant over the years, with an average of 73.9% satisfaction.
- 2015 was a slightly above average edition, very comparable to 2013.
- The 2015 edition was perceived as particularly welcoming, with strong references to hospitality, sharing, and to food.

- Overall satisfaction rate 2011-2015 (from post-event online questionnaires)
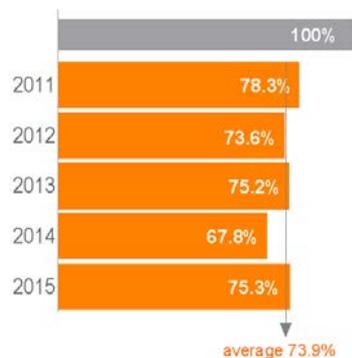
In the post-event online questionnaire, participants were asked to describe the 2015 edition in three words.

94% of chosen words were positive and 6% negative, a consistent result with previous years.

Here are the most frequently used words (followed by the number of times they were used – also reflected in the word cloud on the right):

- Networking: 49
- Inspiring: 31
- Interesting/informative: 29
- Welcoming: 21
- Friendly: 18
- Fun: 17
- Sharing: 10
- Food: 8
- Innovative: 8
- Stimulating: 7
- Well organised: 7
- Sociable: 7

Compared to other years, references to hospitality and welcoming were higher, as well as references to sharing, to the sociable aspect of the conference and to food (very probably echoing the "Food for curious minds" theme). See an evolution of keywords over the years (on the left) and an all-time word cloud below (on the right).
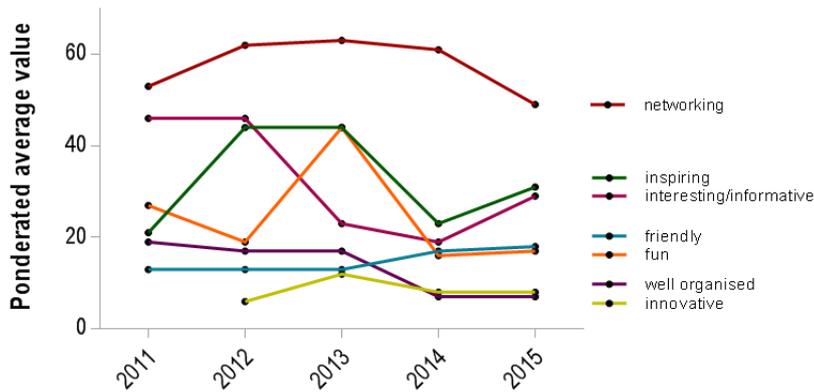

2.2 Organisational aspects

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 2015 is no exception.
- The rating of the conference website has seen a slow but steady progression over the years. 2015 has seen the highest rate so far (+5% from the average and from 2014), which very probably reflects the delivery of Ecsite's new website in February 2015. It must however be noted that the satisfaction rate remains relatively low (65%) compared to other aspects of the conference.
- The rating of social media coverage has seen a significant rise from the first time we recorded data in 2014 (+12%) – again probably reflecting an increase in Ecsite's efforts and resources allocated to this aspect of the conference.
- The rating of facilities, registration desk, helpers on site and lunches has seen some fluctuation over the years and in all these aspects 2015 ratings are on or above average. Note the highest ever rating for helpers on site with 89% satisfaction.

- Average rate for specific conference elements: average since 2011 (left) and rate for 2015 (right) *(same data presented in two different ways)*

Helpers on site 88	Helpers on site 89
Printed Programme 86	Printed Programme 89
Nocturne 83	Nocturne 86
Facilities/Venue 79	Registration Desk 83
Registration Desk 78	Lunches 79
Announcements 75	Facilities/Venue 78
Online Registration 72	Online Registration 77
Gala Dinner 72	Announcements 74
Business Bistro 72	Farewel Party 73
Lunches 71	wcomers' breakfast 72
Closing ceremony 70	Social Media 71
Opening event 69	Website 70
Farewel Party 68	Gala Dinner 69
Website 65	Business Bistro 69
Social Media 65	Closing ceremony 67
Newcomers' breakfast 63	Opening event 59
average 73.9%	average 75.3%

Helpers on site 88	Helpers on site 89
Printed Programme 86	Printed Programme 89
Nocturne 83	Nocturne 86
Facilities/Venue 79	Facilities/Venue 78
Registration Desk 78	Registration Desk 83
Announcements 75	Announcements 74
Online Registration 72	Online Registration 77
Gala Dinner 72	Gala Dinner 69
Business Bistro 72	Business Bistro 69
Lunches 71	Lunches 79
Closing ceremony 70	Closing ceremony 67
Opening event 69	Opening event 59
Farewel Party 68	Farewel Party 73
Website 65	Website 70
Social Media 65	Social Media 71
Newcomers' breakfast 63	Newcomers' breakfast 72
average 73.9%	average 75.3%

How to read the other 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
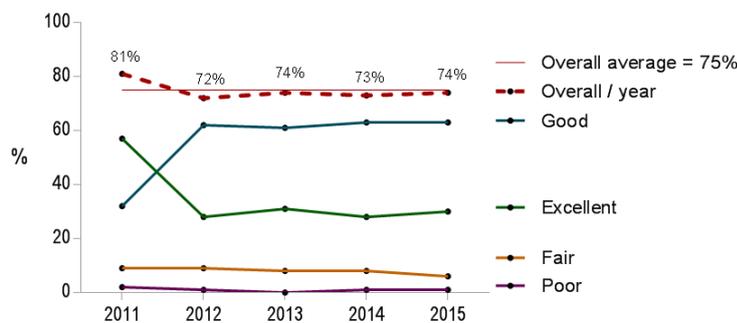
- Online Registration
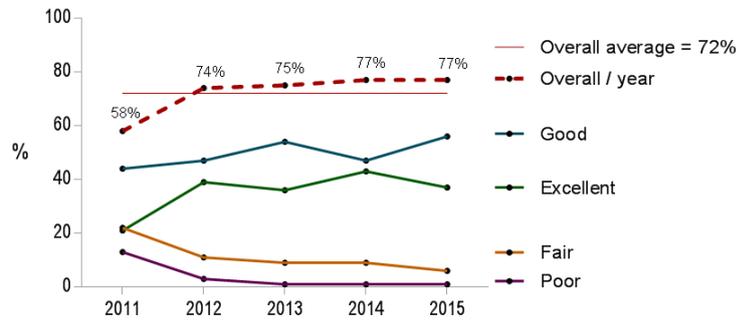
- Conference Website
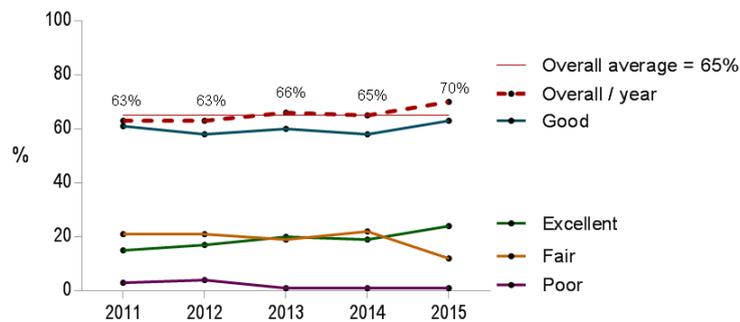
- Coverage on Social media
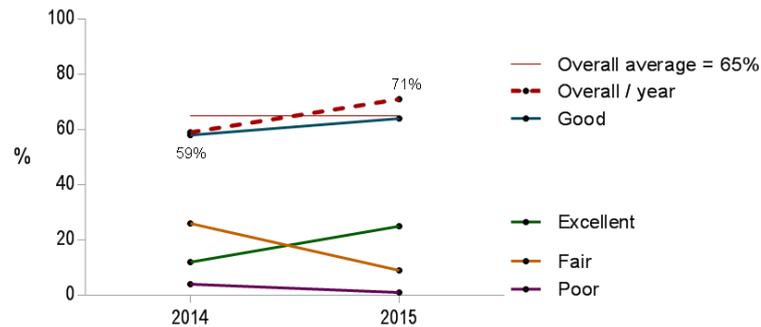
- Printed Programme
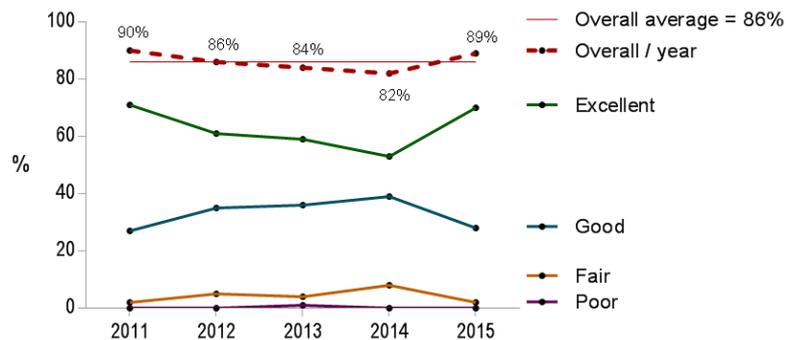
- Facilities/Venue
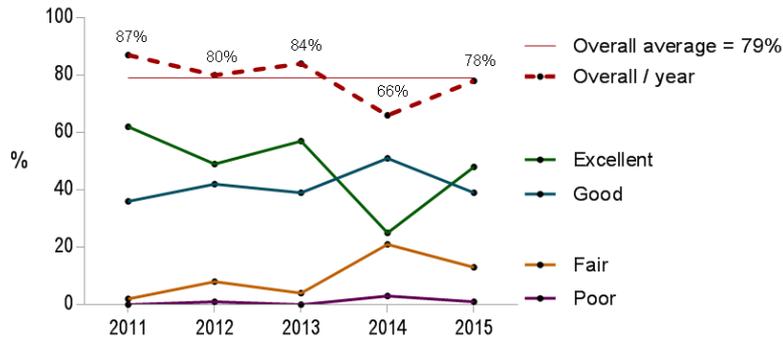
- Lunches
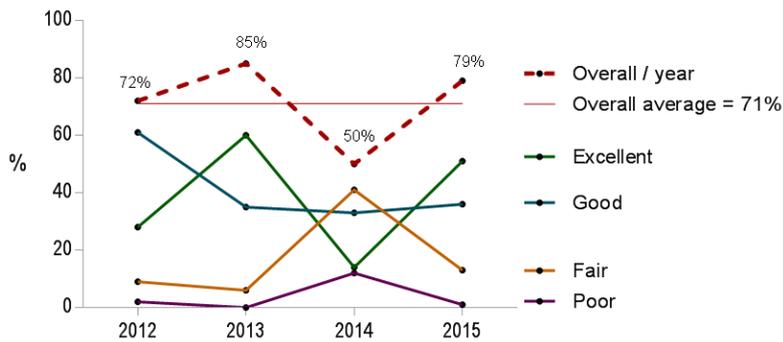
- Registration Desk
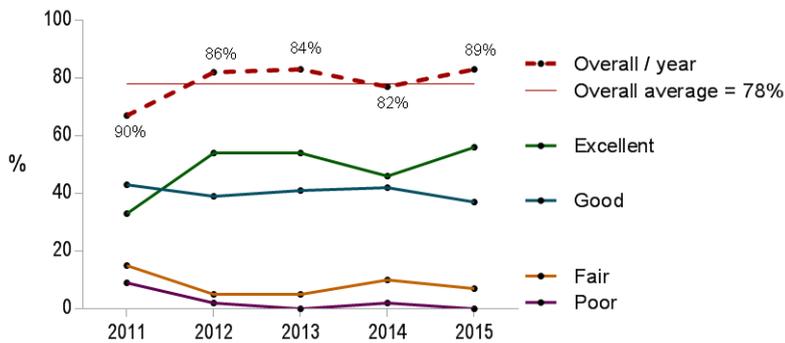
- Helpers on site
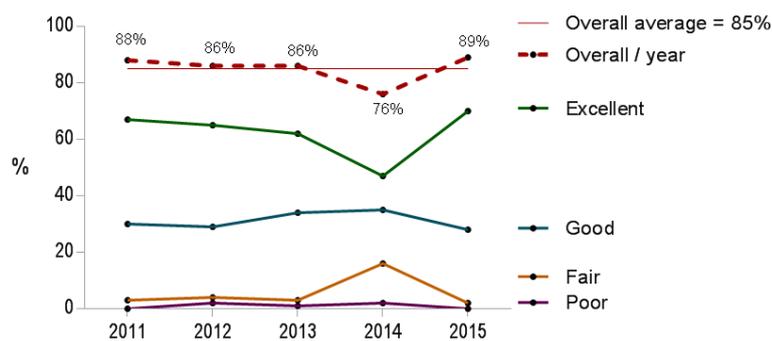
2.3 Social events

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 below average. Scores have been consistently falling since 2011.
- The rating of the Closing ceremony has been very stable over time and 2015 is no exception.
- The Nocturne and Farewell Party were rated slightly above average, while the Gala Dinner was rated slightly below.
- The Newcomers' Breakfast was rated above average (recovering 2013 levels after a low in 2014), probably reflecting efforts introduced by the ACPC to make it a more interactive event.

- Opening Event
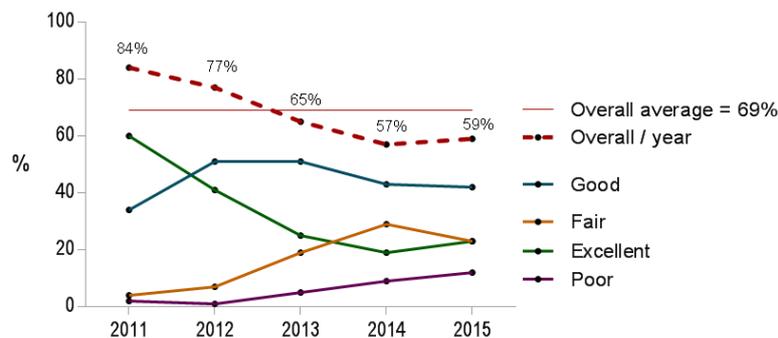

- Gala Dinner
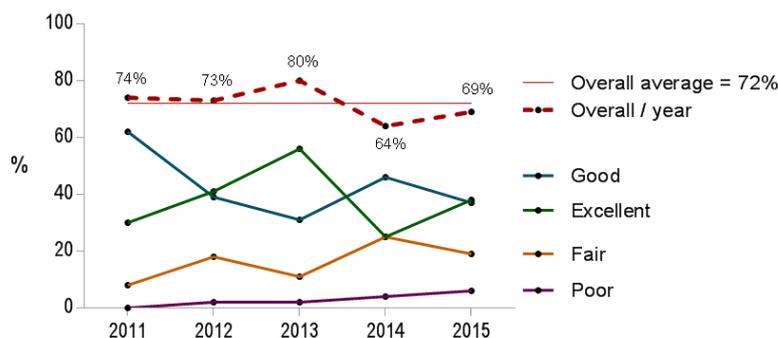
- Nocturne
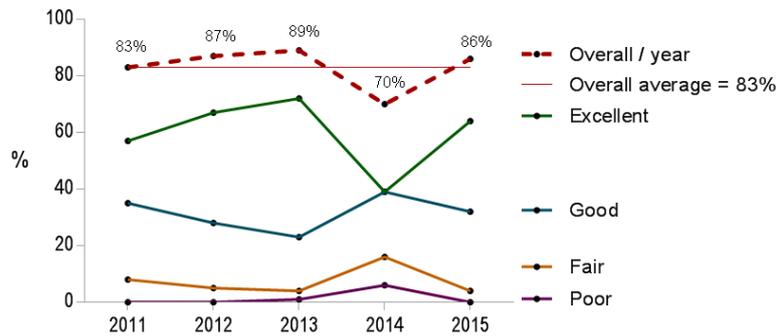
- Farewell Party
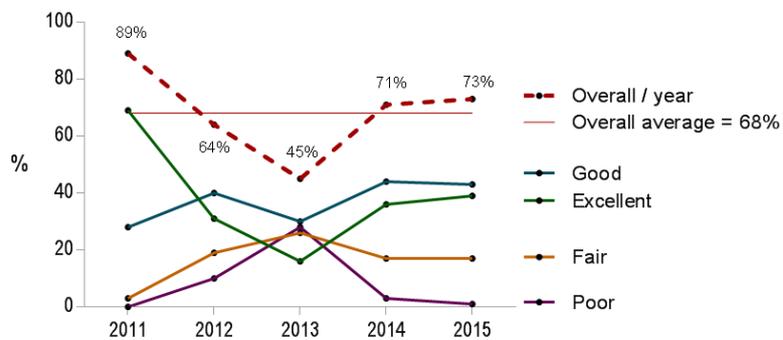
- Closing Ceremony
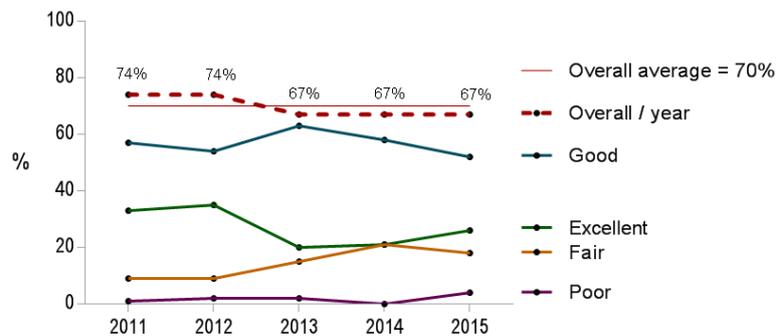
- Newcomers' breakfast
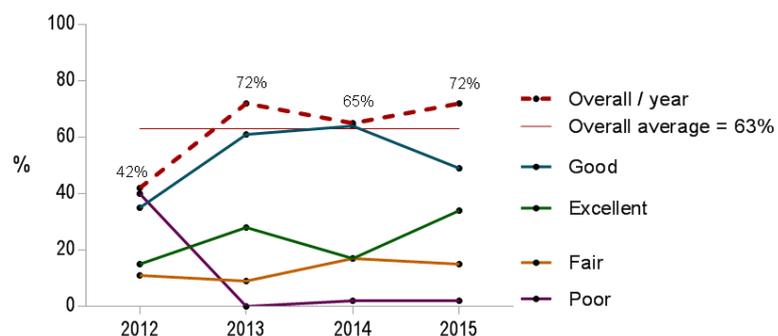
2.4 Sessions, contents and special spaces

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 and 2015 is a "normal" year in this regard.
- The compilation of feedback received for individual session (paper form) seems to indicate a slight progression in overall participants' satisfaction since 2013 (first year of comparable data): the overall rating of sessions has gone up by 6%, from 3.2/4 in 2013 to 3.5 in 2015.
- 2015 offers a contrasted picture as far as the rating of keynote speeches is concerned, with one rated significantly below average and the second one significantly over.
- 44% of participants visited the Maker Space in 2015, which is 9% less than in 2014 and 14% less than in 2013 (when it was first introduced). The satisfaction rate has fallen slightly from 8.3 to 7.7/10 (which remains high compared to other aspects of the conference). This can probably be explained by a novelty wearing off effect. 81% of those who attended would like to see the Maker Space again in 2016.
- 26% of participants visited the GameLab in 2015, which very similar to 2014 (when it was first introduced). The satisfaction rate was measured for the first time and is of 7/10. 75% of those who attended would like to see the GameLab again in 2016.

- Sessions: relevance of topics
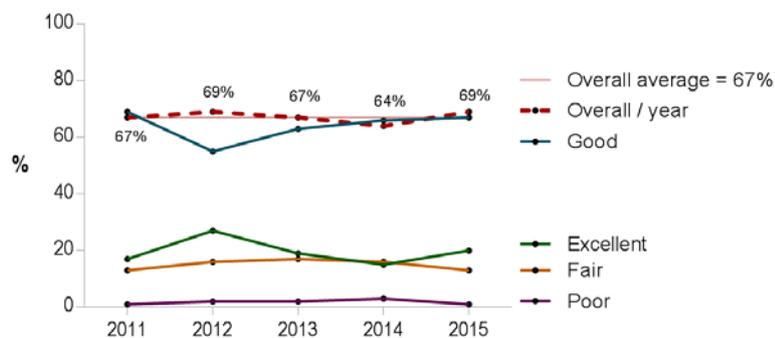
- Sessions: variety of topics
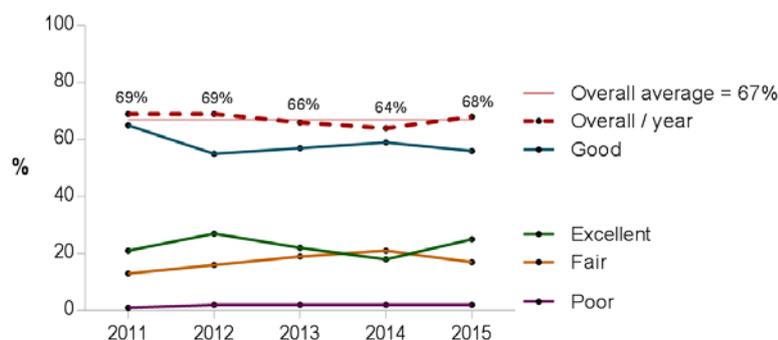
- Average rate of sessions – data from individual session feedback forms (rate /4)
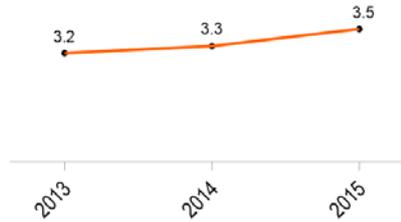
- Quality of speech: Andrea Illy
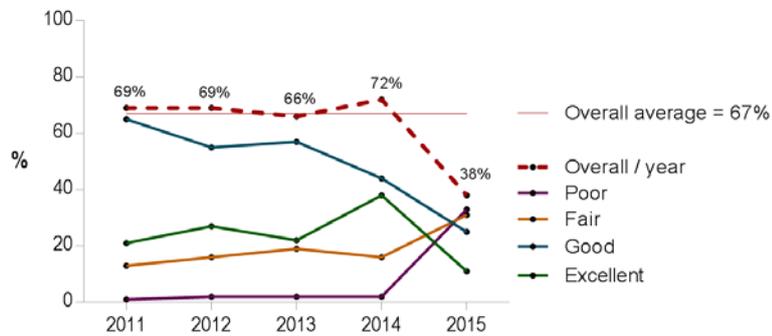
- Quality of speech: Tristram Stuart
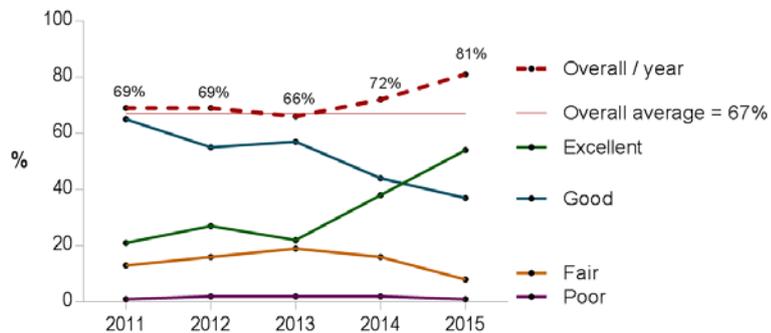
- Maker Space: did you visit the maker space (left); will you come back (right)
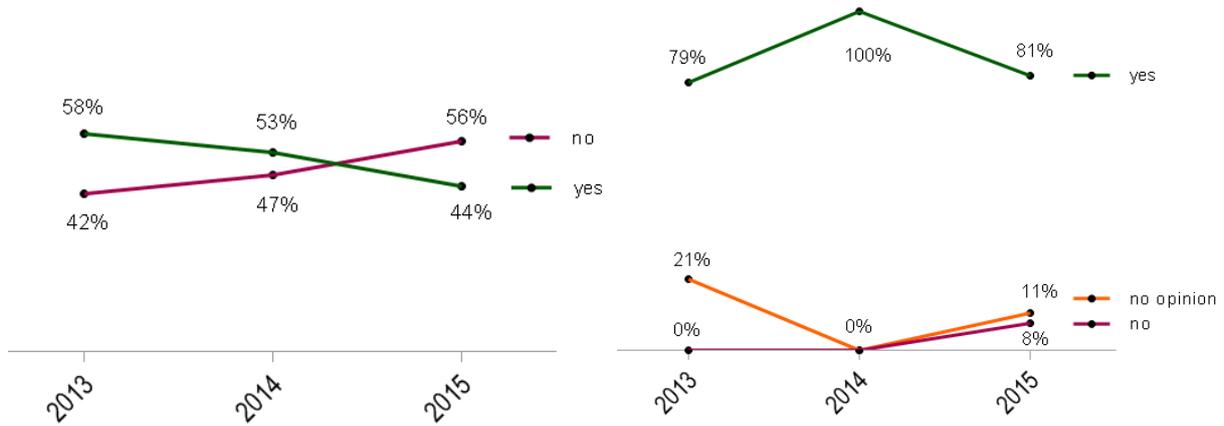
- Game lab: did you visit (left); will you come back (right)
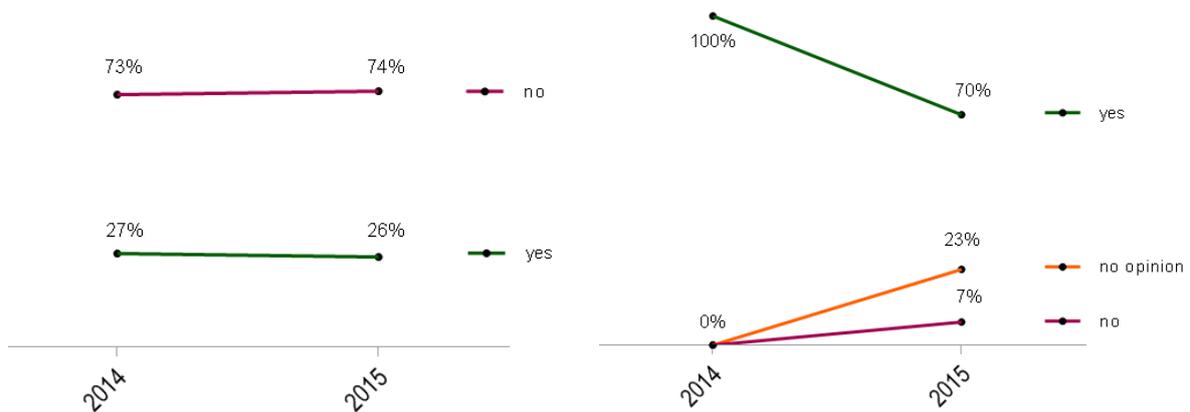
2.5 Business Bistro

Background: data collection 2009-2015
Over the past seven years of Business Bistro editions, 147 individual companies/organisations have hired a booth, i.e. an average of 47.2 unique exhibitors per year.
An average of 2.8 exhibitors per year book a double booth.
Out of a year's average 47.2 exhibitors, 28 organisations are return exhibitors (about 3/5) and 19.2 companies are newcomers (about 2/5). This last number compensates for the average of 17.3 companies that don't return the next year.

In 2015, 50 companies hired a booth at the conference. Two shared a booth with a sister organisation and three had a double booth, resulting in 51 booths sold in total (very stable from 52 in 2014).

Over the past seven years, 30% of the 147 companies have been present three or more times at the Business Bistro. Out of these, 15% has been present more than four times. 73% of the 147 companies come from Europe, but the best represented country is the USA with 16% of the companies represented at the Business Bistro over the past 7 years. The second best represented country is Germany with 13% of companies and then the UK and France with 10% each.
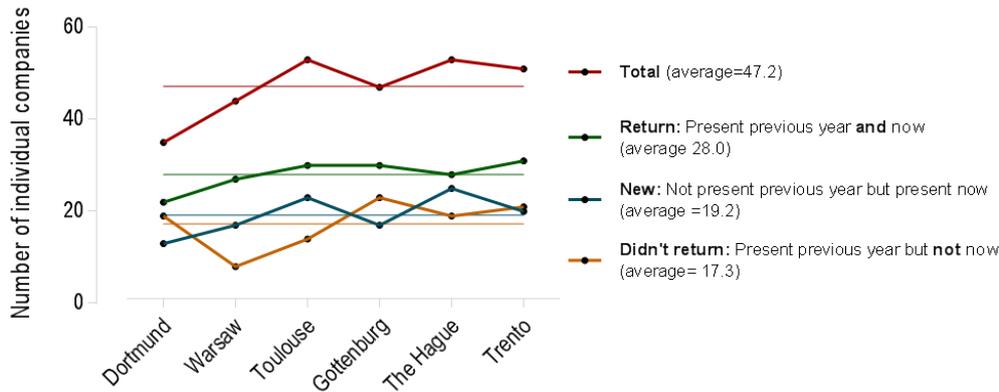
Feedback from 2015 participants
Conference participants rated the 2015 Business Bistro edition slightly higher (overall rate=69%) than 2014 (overall rate=66%), but still below the average of the past 5 years (overall rate=72%).
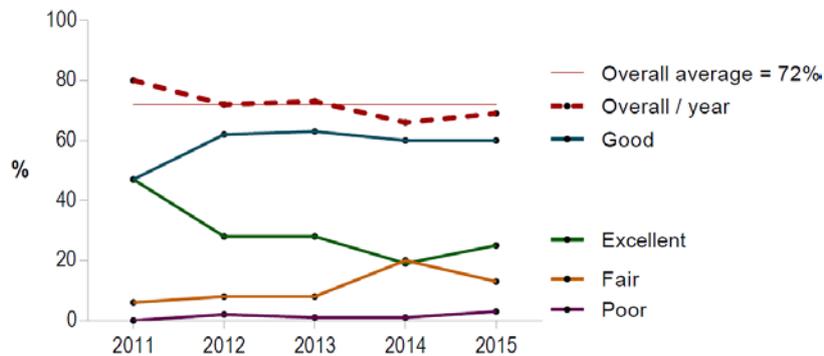
Feedback from 2014 and 2015 exhibitors
However, exhibitor feedback was significantly more positive than 2014 (when we started collecting data from them) – this on all aspects of the Business Bistro.
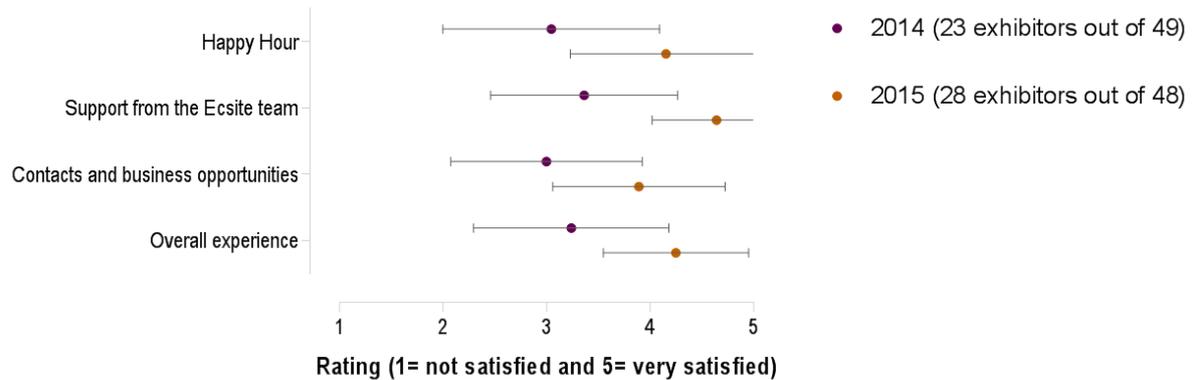
From open-ended questions, we learnt that 2015 exhibitors were happy with the open and well-lit venue and with the overall atmosphere. Main complains were related to the lack of water and coffee outside of coffee break times. The Business Bistro competition trialled for the first time in 2015 wasn't deemed very successful (only about 50 people participated) but the potential of the competition was positively judged by exhibitors.

Out of the 28 exhibitors who answered our questionnaire, 14 want to come back to the 2016 Ecsite conference, 8 probably will do so and 5 maybe. Only one exhibitor declared not wanting to return.

2.6 Intention to attend the 2016 Ecsite Annual Conference

As part of the post-event online feedback form, participants were asked if they were planning to join the 2016 edition. 52% said yes, 2% no and the rest did not know. Roughly half of these 45% uncertain participants are likely to come back if we trust return rates measured in 2014.

The main reasons given for "no" or "I don't know" answers were costs and the habit of taking turns attending the conference inside the same team or organisation.

- Intention to join the 2016 Ecsite Annual Conference
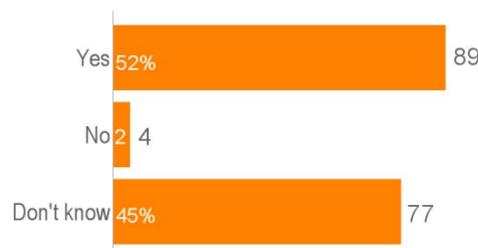
- Reasons if no or "don't' know"

Reason	Count
Financial reasons	11
Rotation in team / organisation	6
Not entirely satisfied	3
If more on particular topic (here: curation and visitor services)	2
Personal reasons	2
Too early	1

2.7 Suggestions from participants

Topics for future conferences

Participants were asked which of a set of topics they would like to see more in future editions. The same question has been repeated since 2011 and yields very consistent results: all topics on offer tend to rank within the same 10% bracket each year.

Like on previous years, participants could select a total of eight options. They picked 3.8 on average, which is slightly higher than on other years. This can be interpreted as reflecting an overall wider range of interests. The only noticeable trend this year is "science in society issues" getting the highest interest rate, whereas it was ranked fourth in 2014.

- Topics participants would like to see more of in the next edition
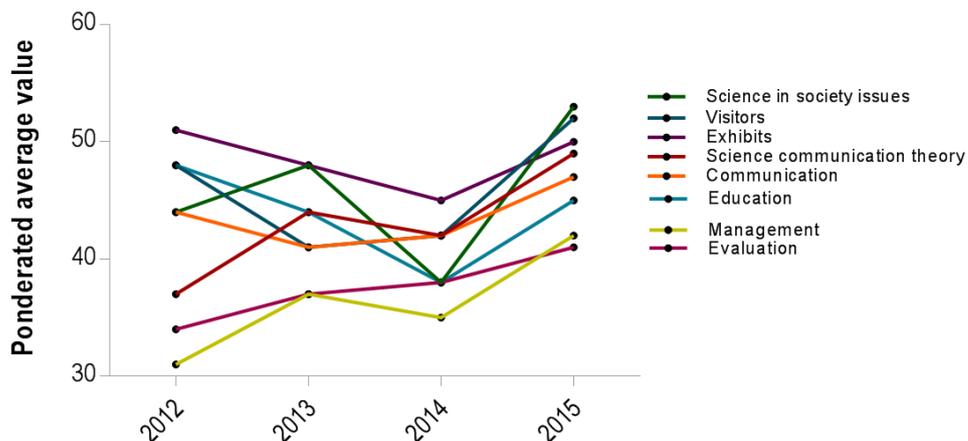
62 participants also ticked the box "other" and submitted a free text suggestion. These results have been merged with those of a separate question (the following one in the questionnaire) asking respondents for suggestions of future themes and for which 44 suggestions were collected. Only topics mentioned more than once are listed below in word cloud format.

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

Programme

- Several participants called for the development of a conference application allowing a personalised programme, direct feedback on sessions etc.
- A suggestion was made to provide a printer-friendly version of the final programme in advance
- 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 room, earlier evening events, a later start in the morning, fewer parallel sessions…

Session formats

- Some advocated for longer sessions slots for those topics needing more in-depth discussion or analysis – while others argued for shorter slots overall
- Some would like more interactivity/participation, while several participants warned against the fact that this sometimes led to insufficiently curated/facilitated discussions (this was perceived as a "lazy option" from convenors and speakers)
- 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 suggested a limited number of free registrations to encourage this diversity
- Several participants found it positive that nature-related topics were more present in the programme than on previous years. However many of them wished for more interactive formats (referring specifically to the dedicated pre-conference workshop)
- Several participants asked for more sessions on innovation / vision / strategy
- Several participants expressed the feeling of already have seen very similar sessions during other conferences
- Several participants called for more self-criticism and learning from failure
- Several participants expressed the view that Andrea Illy's keynote speech was too commercial / promotional

Social events

- Many participants found the ceremony too long and with too many speakers
- Many participants thought that the Gala Dinner programme was too intense: too many talks. Several participants regretted that as a result food was served too late in the evening and some left the event without having finished their dinner
- Opinions were contrasted on the speed dating game during the Gala dinner: some found it a good idea, others disliked it. Even those who found it interesting thought that it did not work very well in practice

Catering

- Many participants commented on queues at the lunch buffet: it was felt that they could have been handled more effectively
- Several participants asked for more vegetarian and vegan food – as it was available to anyone, there wasn't always any left at the end of each service
- Several participants asked for water to be available at all times and all locations and several others for coffee at all times (most of them stating they would be happy to pay for it outside of coffee breaks)
- Several exhibitors flagged up the absence of water during booth set up and the impossibility of getting a drink outside of coffee breaks (when they are busy talking with participants)

Sustainability

Several participants noted the organiser's commitment to sustainability but also raised the question of the waste produced during future conferences (e.g. use of disposable cutlery, high presence of meat) and many referred to Tristram Stuart's keynote, asking what lessons could be drawn from it for the conference.

Venues and logistics

- Several participants recounted AV/IT issues between session rooms and the centralised upload system
- Several participants commented on poor acoustics / sound systems in some rooms
- Several participants recounted difficult interactions with the tourist office in charge of providing accommodation information
- A couple of participants found getting to Trento difficult

Other suggestions

- A books area
- Four smaller conferences per year in order to keep participant numbers low
- A system allowing speakers to receive questions from the audience in advance
- Local feel: a couple of participants would have wanted more opportunities to discover the local area and one suggested a stronger interaction with local people

3. Conference-related activity on Ecsite social media

A particular effort was put into making the Ecsite Annual Conference more present on social media in 2015, in particular on Twitter:

- A coordinated coverage strategy was put together with the conference host
- A community manager (based in Brussels) was hired for the five days of pre-conference and conference
- Room hashtags were introduced in order to help users follow different sessions happening in parallel
- A Twitter wall was shown in two on-site locations
- A daily Storify summary was put together.

A brief analysis of activity between 31 May and 15 June shows that these efforts had an undeniable impact – in a nutshell:

- Ecsite's tweeting activity multiplied its reach and impact by about 10 during the conference period with nearly 130,000 impressions[2] and the Ecsite account gained nearly 150 followers in two weeks.
- On Facebook, posts published during the conference period reached about 2,000 users and the Ecsite page gained almost 150 likes.
- An average of more than 1,000 people viewed the daily Storify summaries published by Ecsite.

Twitter

- 158 tweets were sent from the Ecsite account during the two-week conference period defined above (31 May – 15 June). As a comparison, 8 tweets were sent in the preceding two-week period.
- They generated 127.9K impressions, 265 tweet clicks, 260 re-tweets and 320 favorites, against 10.8K impressions, 31 tweet clicks, 27 re-tweets and 28 favorites in the preceding two-week period.
- Ecsite's Twitter account gained 146 followers against 25 in the preceding two-week period.

Ecsite Twitter activity 15 May 2015 – 15 June 2015: the conference peak is clearly visible

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[2] An "impression" means that a tweet has been delivered to the Twitter stream of a particular account.

Facebook
- 17 posts were published on Ecsite's Facebook page during the conference period, against 7 in the preceding two-week period and 20 in the 2014 conference period.
- Ecsite's Facebook page gained 148 new likes against 39 in the preceding two-week period and 23 during the 2014 conference period.
- Posts during the conference period reached about 2,000 people (with a 2,800 peak on 12 June, i.e. conference day 2). As a comparison, posts in the preceding two-week period reached about 300 people (with one exception: 1,825 people were reached when the final conference programme was published on 28 May). During the 2014 conference period, posts reached about 5-600 people daily.

Post Reach
The number of people your post was served to.
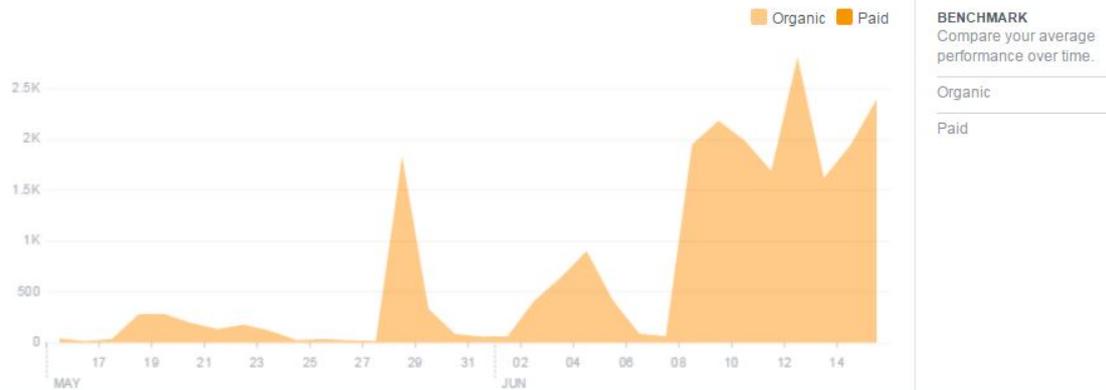
Likes, Comments, and Shares
These actions will help you reach more people.
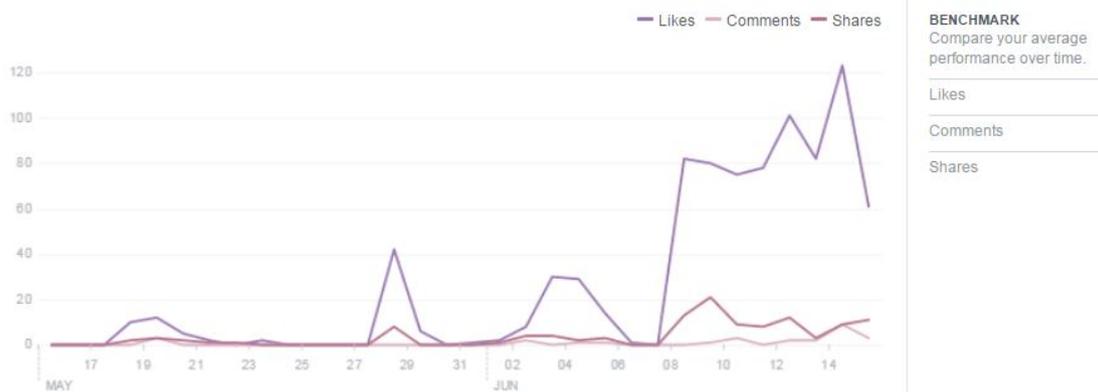
Ecsite Facebook activity 15 May 2015 – 15 June 2015: the conference peak is clearly visible

Storify
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
Five videos relating to the 2015 Ecsite Annual Conference were published on the Ecsite Youtube channel:

- A video summary of the first conference days, viewed 79 times (as of 17 August 2015)
- A recording of the Opening ceremony, viewed 61 times
- The trailer for the Nocturne mystery murder, viewed 181 times
- Andrea Illy's keynote speech, viewed 46 times
- Tristram Stuart's keynote speech, viewed 138 times

For comparison:
- A recording of the 2014 Opening ceremony was viewed 60 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 249 times
- Dominique Pestere's 2013 keynote speech was viewed 133 times and Susan Greenfield's 705 times

Flickr
The 2015 Ecsite Annual Conference album got 5,876 views (as of mid August 2015). As a comparison, the 2014 conference album got 5,018 views.

Correlated – traffic on Ecsite website
Ecsite.eu got 7,097 sessions and 21,179 page views during the conference period, against 5,347 and 16,786 in the preceding two-week period – stable conference values compared to 2014 (7,761 and 22,306 respectively).
During the conference period, the most visited pages were the annual conference page, as well as the programme and practical information pages.

Appendices

Appendix 1 – Different questionnaires and forms

<u>Questions integrated into the online registration form</u>

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

Budget size of your institution

Your employment category

Ecsite Communication channels.
Since the beginning of 2015, you have:
- ☐ Consulted the Ecsite website
- ☐ Read the Ecsite monthly e-news or paper magazine
- ☐ Visited the Ecsite Facebook or LinkedIn group
- ☐ Followed or interacted with Ecsite on Twitter
- ☐ Read a 'Cooking the Conference' interview

What consultancy services would you be interested in?
- ☐ Drafting EC proposals
- ☐ EC project management
- ☐ Advices for new science centres
- ☐ 'Research'/studies
- ☐ Resources
- ☐ Other:

<u>Post-event online questionnaire</u>

1. GENERAL

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

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

- Announcements of the conference
- Online registration procedure and follow-up
- Conference website
- Coverage on social media platforms
- Registration desk
- Printed conference programme
- Helpers on-site
- Facilities of the conference venue
- Coffee breaks
- Lunches
- Opening event
- Closing session
- Business Bistro

- Gala Dinner
- Nocturne
- Farewell Party
- Newcomers breakfast

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 12 June (A. Illy)
- Quality of Keynote speech 13 June (T. Stuart)
- Do you have any suggestions regarding sessions and speeches?

2b - Maker Space

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

How would you rate it on a scale from 1 (poor) to 10 (excellent)? *(only visible to users who clicked 'yes')*

Would you like to see it again at next year's conference? *(yes/no buttons)*

2c - GameLab

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

How would you rate it on a scale from 1 (poor) to 10 (excellent)? *(only visible to users who clicked 'yes')*

Would you like to see it again at next year's conference? *(yes/no buttons)*

3. EXPERIENCES

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

1 *(free text field)*

2 *(free text field)*

3 *(free text field)*

4. TOPICS

What topics would you like to see covered more in next year's sessions?

(tick-able button in front of each topic, users could select up to 8)

- Science communication theory
- Science in society issues
- Exhibits
- Visitors
- Management
- Communication
- Evaluation
- Education
- Other, please specify *(free text field)*

5. SUGGESTIONS

Do you have any suggestions on themes for future pre conference workshops?

Do you have any suggestions or improvements that we could make in any area?

Next conference

6. NEXT CONFERENCE

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

In case you will not attend, please explain why *(free text field)*

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 ○ ○ ○ ○ ○ very satisfied

Advance information: emails, exhibitors handbook

1 2 3 4 5

not satisfied ○ ○ ○ ○ ○ very satisfied

Booth booking process

1 2 3 4 5

not satisfied ○ ○ ○ ○ ○ very satisfied

Support from the Ecsite team before and during the conference

1 2 3 4 5

not satisfied ○ ○ ○ ○ ○ very satisfied

Technical support of onsite team

1 2 3 4 5

not satisfied ○ ○ ○ ○ ○ very satisfied

Exposure and visibility during conference

1 2 3 4 5

none ○ ○ ○ ○ ○ optimal

Quality of contacts and business opportunities during conference

1 2 3 4 5

not satisfied ○ ○ ○ ○ ○ very satisfied

Questionnaire sent to Business Bistro exhibitors (continuation)

Happy Hour

        1 2 3 4 5

not satisfied ○ ○ ○ ○ ○ very satisfied

Business Bistro competition

        1 2 3 4 5

not satisfied ○ ○ ○ ○ ○ very satisfied

Would you like to attend the 2016 Ecsite Annual Conference in Graz, Austria?*

- ☐ 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?

Individual session paper feedback form

SESSION
FEEDBACK FORM

ECSITE ANNUAL CONFERENCE 2015 : MUSE
THE EUROPEAN CONFERENCE : MUSEO DELLE SCIENZE
FOR SCIENCE ENGAGEMENT : TRENTO • ITALY
26TH EDITION : 11-13 JUNE 2015

SESSION TITLE ....

TIME AND DATE ....

Please rate this session on the following criteria

Rate by circling on a scale from 1 (poor) to 4 (excellent)

CONTENT	(Poor)	1	2	3	4	(Excellent)	N/A
CLARITY	(Poor)	1	2	3	4	(Excellent)	N/A
OPPORTUNITY TO PARTICIPATE	(Poor)	1	2	3	4	(Excellent)	N/A
RELEVANCE TO YOUR WORK	(Poor)	1	2	3	4	(Excellent)	N/A
TIME FOR Q&A	(Poor)	1	2	3	4	(Excellent)	N/A
CONVENOR	(Poor)	1	2	3	4	(Excellent)	N/A
SPEAKERS	(Poor)	1	2	3	4	(Excellent)	N/A
LEVEL OF ENGLISH	(Poor)	1	2	3	4	(Excellent)	N/A

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

Yes   No   I don't know

Your comments
Why did you choose this session?
In your view, were any of the speakers particularly good?
What should we learn from this session to improve the conference next year?

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ecsite   MuSe   FOOD for CURIOUS MINDS
EUROPEAN NETWORK   ECSITE AC 2015 • TRENTO • MUSE 11-13 JUNE
SCIENCE CENTRES & MUSEUMS

Appendix 2 – Response rates

Questions integrated into the online registration questionnaire
838 out of 1193 registered participants answered at least one of the questions asked in 2015, i.e. a rather high 70% response rate.

Note that the response rate was the same among participants belonging to Ecsite member organisations and those not belonging to Ecsite member organisations.

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	54%	76%
Staff category	66%	94%
Department	*	72%
Use of Ecsite communications channels	54%	76%
Interest in consultancy services	37%	53%
Why not an Ecsite member	**	71%

*Note: only non-CEOs could answer that question

**Note: only non-members could answer that question

Post-conference online feedback questionnaire
171 online feedback forms were submitted in 2015, representing about 16% of all 1,101 on-site attendees. The response rate 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%
Average	**990**	**203**	**21%**

Questionnaire sent to Business Bistro exhibitors
28 out of 48 exhibitors sent back the specific questionnaire sent to them. This is an improvement from 2014 when 23 out of 49 responded.

Individual session paper feedback form
2,067 forms were collected, i.e. an average of around 20 forms per individual session (pre-conference included).

Appendix 3 – Brief description of evaluated social events

<u>Opening ceremony</u>
Date & time: Thursday 11 June, 9.30-10.30

Location: Pizza auditorium (main conference auditorium, Trento Fiere conference centre)

Description: Seven speakers welcomed participants, with two intermezzos from a regional all-male mountain choir. The speakers were:

1. Marco Andreatta, President of MUSE
2. Rosalia Vargas, President of Ecsite
3. Catherine Franche, Executive Director of Ecsite
4. Michele Lanzinger, Director of MUSE
5. Cosimo Maria Ferri, Subsecretary of the Italian Ministry of Justice
6. Mariano Anderle, Chief manager of the Knowledge department of the Trento Autonomous Province
7. Dr. Peter Dröll, Acting Director, 'Innovation Union and European Research Area', DG Research and Innovation, European Commission

<u>Gala Dinner</u>
Date & time: Thursday 11 June, 19.30-00

Location: Rotari winery (about 15km away from Trento – shuttle busses were organised)

Description: Participants were first taken on a choreographed tour of the winery, involving several dozen dancers, actors and craftswomen/men and a photo opportunity. Drinks followed, allowing all participants to regroup before sitting down for dinner. Half way through dinner, participants were invited to change tables in order to socialise with other guests (speed dating rules had been explained previously). The following announcements or entertainment pieces took place during dinner:

- Nomination of an Ecsite Honorary Fellow
- Musical performance: Vivaldi pieces interpreted by members of the Ecsite network
- Announcement of the 2015 Ecsite Creativity Award winner

A jazz singer performed after dinner, which allowed some participants to dance.

<u>Nocturne</u>
Date & time: Friday 12 June, 19.30-00

Location: MUSE

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

- A performance by the Ecsite jazz band
- A mystery murder game (with video introduction)
- Tours and demonstrations
- A live band
- Dancing

Closing ceremony
Date & time: Saturday 13 June, 18.15-19.00

Location: MUSE front garden

Description: The Chair of the ACPC delivered a short closing statement. The outgoing and freshly elected Ecsite Presidents each said a few words. The 2015 host then handed over the symbolic "conference bell" to the 2016 host. To conclude, the 2016 had organised a participative show: five (voluntary) participants' teams hoping to win a free 2016 conference registration performed on stage and were submitted to a vote from the audience.

Farewell Party
Date & time: Saturday 13 June, 21.00-02.00

Location: Gallerie di Piedicastello (former motorway tunnels reconverted into an exhibition and event space)

Description: A DJ played party classics. Participants could also visit an exhibition on WW1 movies.

Newcomers' breakfast
Date & time: Thursday 11 June, 08.00-09.00

Location: MUSE café

Description: About 70 first-time participants joined half a dozen members of the ACPC for a networking breakfast. Pairs of participants had been formed in advance and encouraged to get in touch via emails. These pairs met several other pairs in the course of the breakfast following a speed-dating like principle.