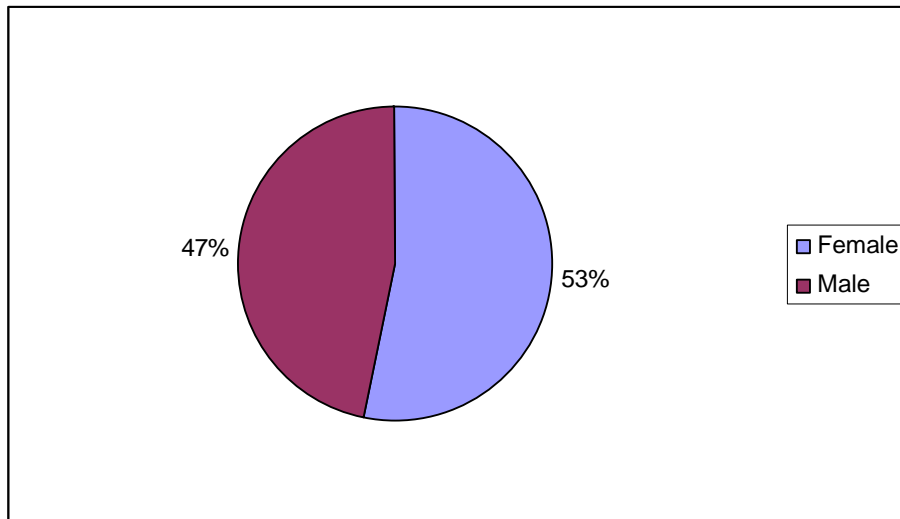


## Evaluation Report

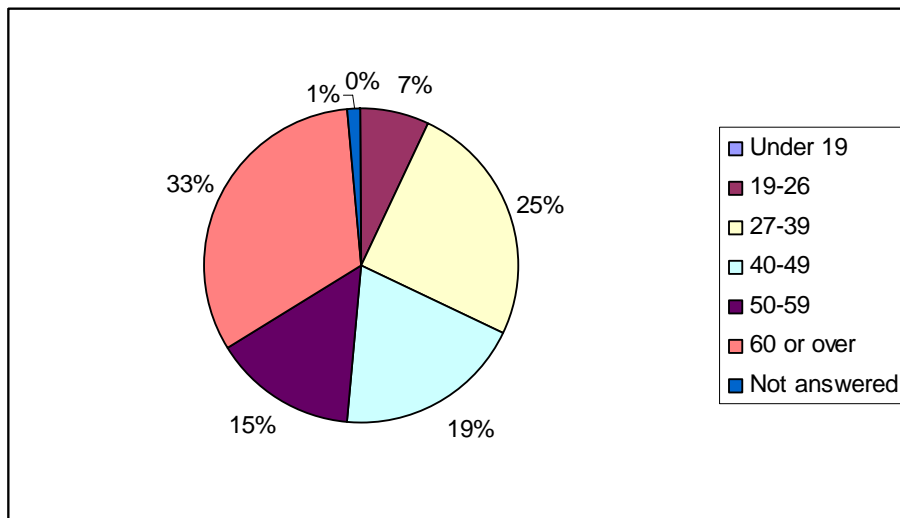
Of the 142 delegates who attended the ICO Autumn Screening Days, 68 (48%) returned an evaluation form. The information from all the 68 evaluation forms has been used to create the report below. Results have been recorded and are represented as percentages throughout. Frequently made comments and suggestions have been quoted under the relevant questions. Included in the report are details on how the ICO will respond to and accommodate the suggestions and comments.

### Participant information

#### 1. What is your gender?

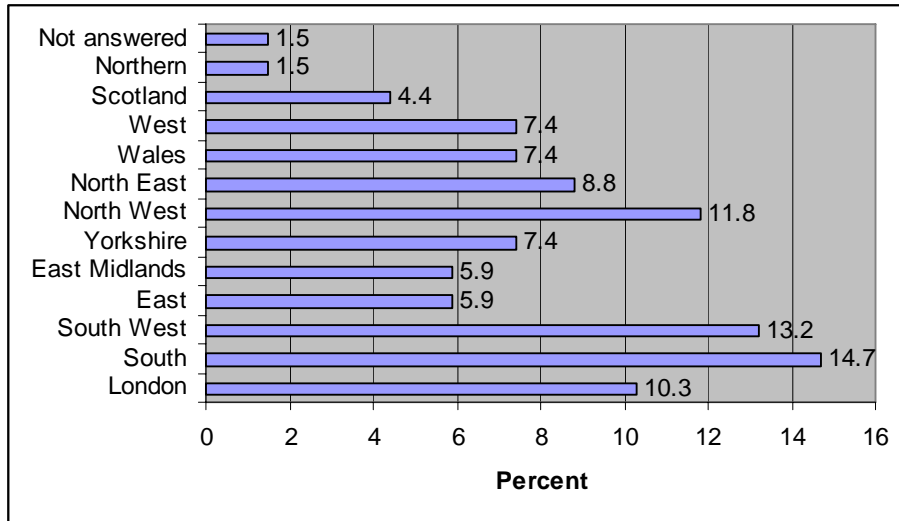


#### 2. Which of the following ranges includes your age?



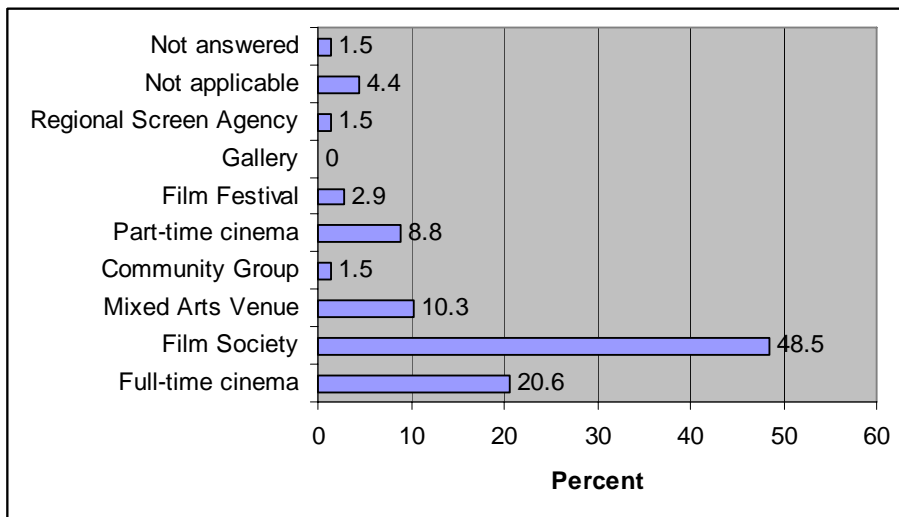
The highest percentage of delegates at the ICO Screening Days was 60 or over. The second largest percentage was 27-39 (at 25%).

### 3. Which region is your organisation based in?



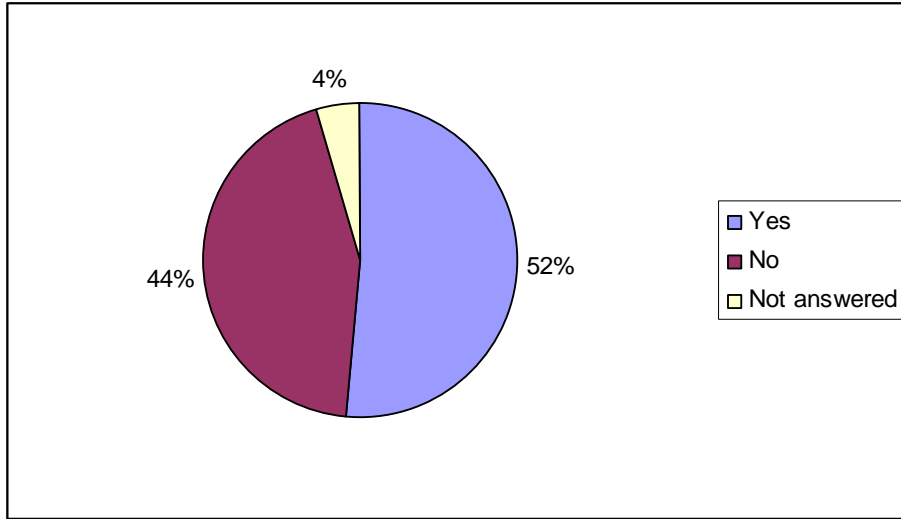
The majority of delegates are based in organisations in the South or South West, despite the geographical location of the venue. However, the North West has the third largest percentage of attendees (11.8%); followed by the North East (8.8%), showing how the choice of venue has attracted more local attendees. There is still though a good spread from all regions; showing how the ICO Screening Days pull in visitors from a very broad catchment area. The ICO will continue to situate one of the biannual ICO Screening Days in a different UK location each year to enable people from all over the country a better opportunity of attending.

### 4. Which of the following best describes your organisation?



The ICO is very pleased that the ICO Screening Days are attended by such a high percentage of Film Society members. The ICO Screening Days are designed to provide support for such organisations that do not have access to exhibitor screenings. The feedback for the usefulness of the event for programming will be answered in questions 13 and 15. The high percentage of full-time cinemas attending also points to the usefulness of the event.

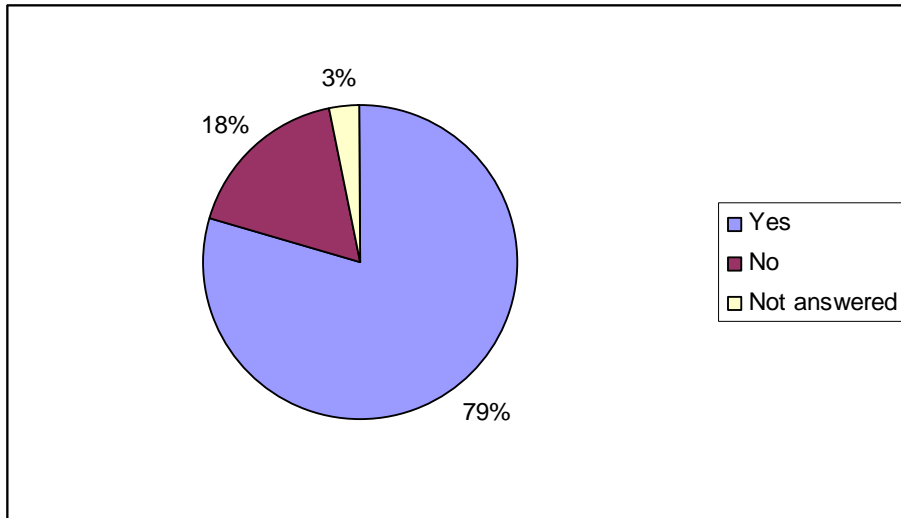
**5. Is your organisation a member of the BFFS?**



The ICO is encouraged to see a large proportion of delegates are members of the BFFS and will continue to publicise the events through the BFFS and invite them to attend the ICO Screening Days.

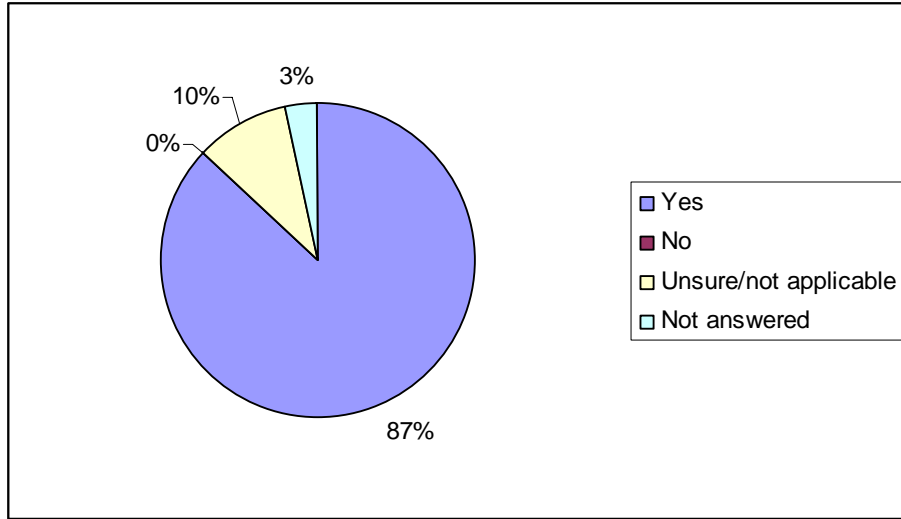
However, we were also pleased to see that nearly half of delegates were not members of the BFFS, confirming that the event is useful to the many other sections of the exhibition industry supported by the ICO.

**6. Have you attended the ICO Screening Days before?**



The overall number of delegates (142) was higher than at last year's autumn event (90). We are very pleased that the ICO Screening Days is still attracting new delegates and is welcoming back a very large proportion of returning delegates.

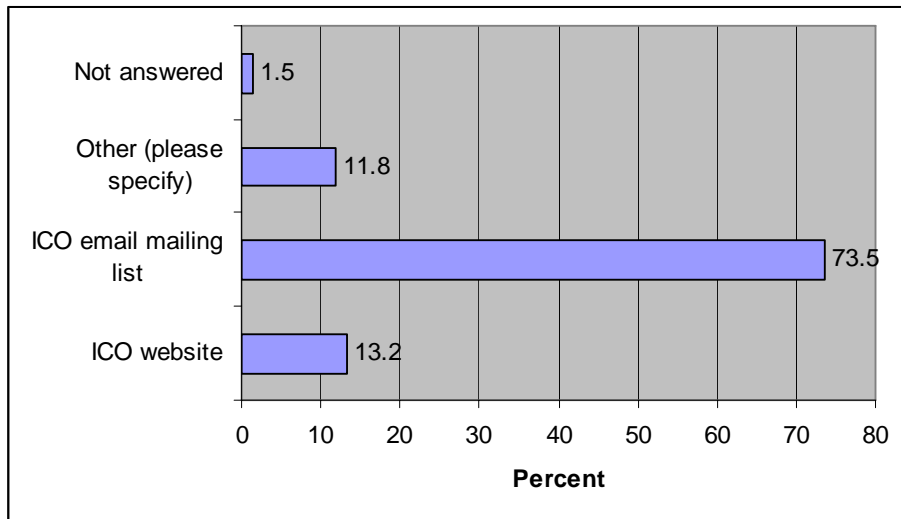
**7. Did the previous ICO Screening Days assist you in your film programming?**



The ICO is thrilled that 87% of delegates considered previous ICO Screening Days a useful tool in assisting with film programming. We will endeavour to continue to build on this high figure and organise ICO Screening Days which are even more useful for assisting with film programming as we continue to respond to feedback.

**Marketing and Booking Information (before the event)**

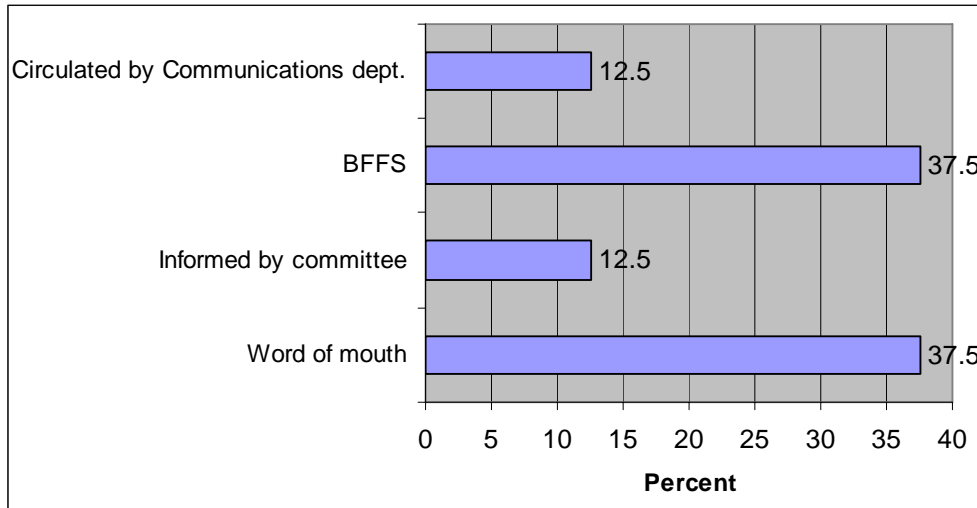
**8. How did you find out about the ICO Screening Days?**



As with last year, the proportion of people who are being notified by the ICO email mailing list continues to grow. This may be due in part to the ICO's move over to more targeted emails using a bulk email manager.

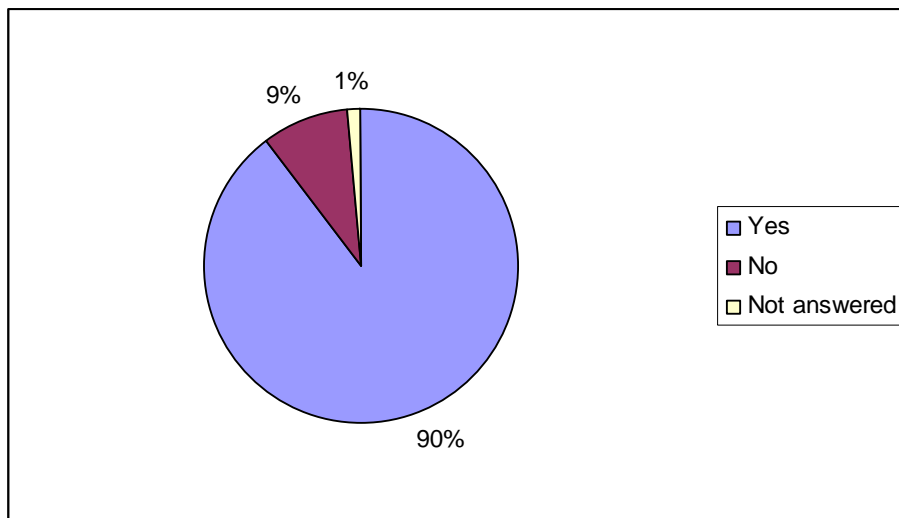
13.2% of delegates found out about the event on our website; an increase of 10% from last autumn's event. We will continue to make information about the next ICO Screening Days event available as soon as possible on the website to encourage more people to use our website as the "first point of call" with enquiries.

People that answered 'Other' found out about the ICO Screening Days from:



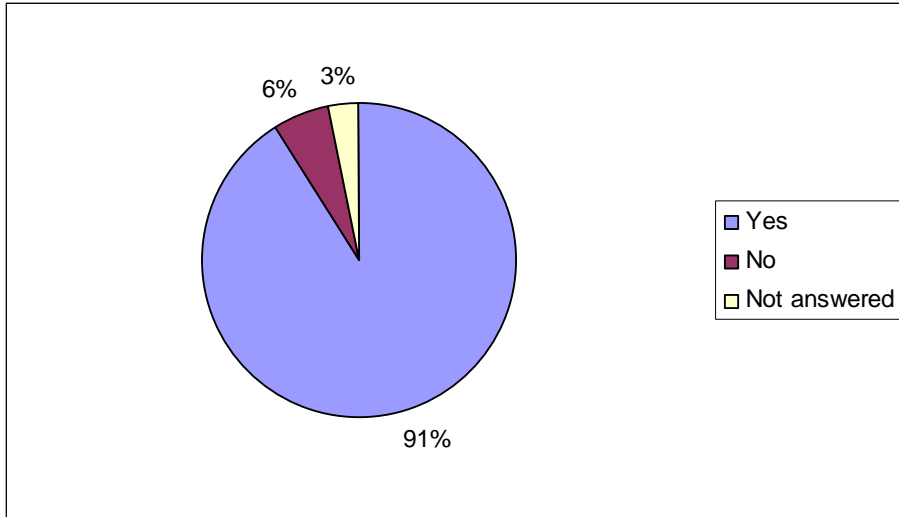
For the eight delegates that answered 'Other', most found out via the BFFS or through general word of mouth. The ICO will continue to send information to the BFFS for distribution to interested parties. We have announced the dates of the next ICO Screening Days event to ensure advanced publicity from related organisations, and so delegates are able to take advantage of cheaper travel and accommodation rates.

**9. Did you use the ICO website to find out further information about the ICO Screening Days?**



It is encouraging that so many delegates are using the ICO website to access information about the event. The percentage has risen 4% from the ICO Spring Screening Days. Using the website as an information point enables us to provide the most up-to-date information; particularly important for the ICO Screening Days given that most of the titles are previews and are not confirmed until shortly before the event. It also enables us to provide a wide range of information – from details of specific screenings to advice on travel arrangements, without using vast amounts of paper for mail outs or overloading delegates with long emails. Using the website as the hub of knowledge for the ICO Screening Days enables delegates to easily source the information specific to their needs.

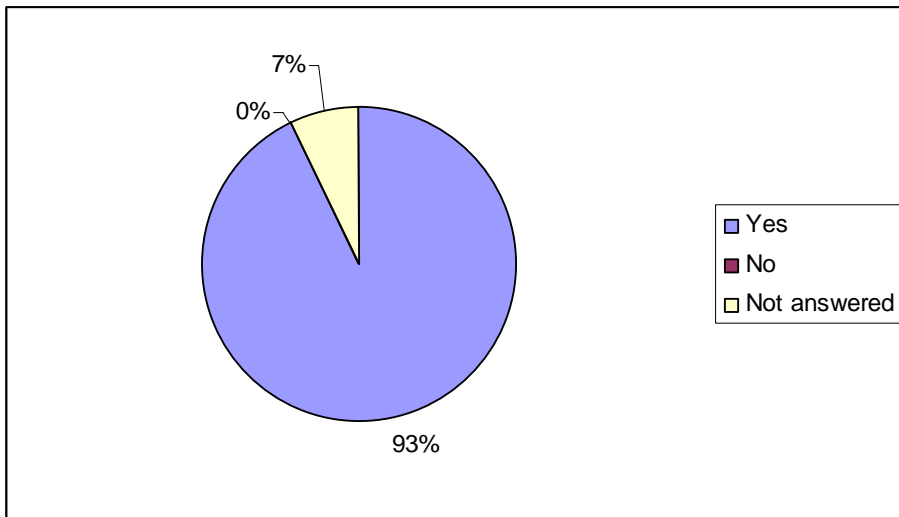
**If so, was this useful?**



We are extremely encouraged to see that such a large majority of delegates are finding the information on the website useful.

Four delegates commented on the usefulness of the website. The main reason for delegates not finding the website useful was not down to the usability of the website itself, but wanting information about the films and the schedule earlier. One delegate commented on one of the hotels being unsuitable for the event.

**10. Was the booking procedure satisfactory?**

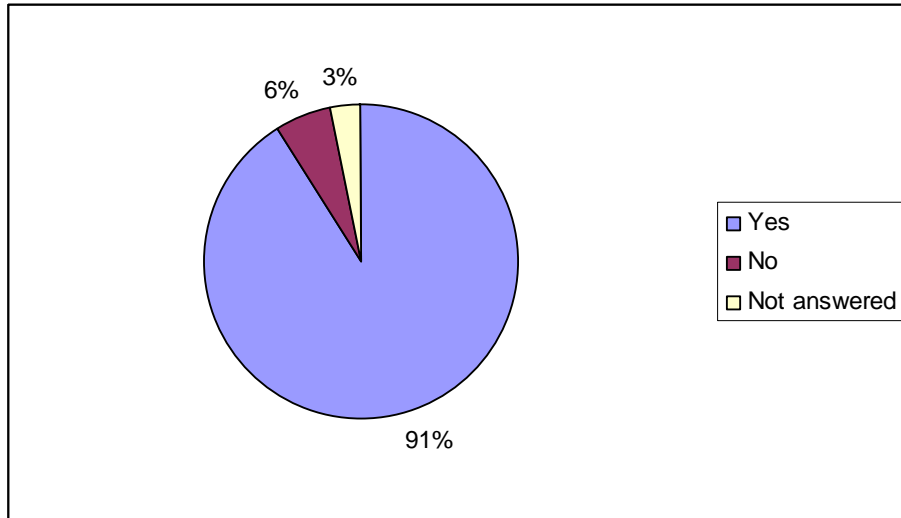


It is extremely encouraging to see that such a high percentile of delegates found the booking procedure satisfactory and that this figure remains high year upon year.

Delegates nevertheless provided a few comments. One stated that they would prefer to pay by debit/credit card. We will be looking into the possibility of implementing a system for delegates to register and pay online, over the coming year.

One delegate also commented that the deadline between receipt of the booking information and the closing date for bookings always seems to be tight. We try to provide as much time as possible for delegates to register for the event (usually 4 weeks) but it is not possible to open registration much earlier than this. We also endeavour to process all late registrations and were still accepting registrations up until the week before the event. We will make every effort to open registration for the event as early as possible to enable delegates a reasonable period of time to book their passes.

**11. In retrospect, did you get all the information you needed before attending the ICO Screening Days?**



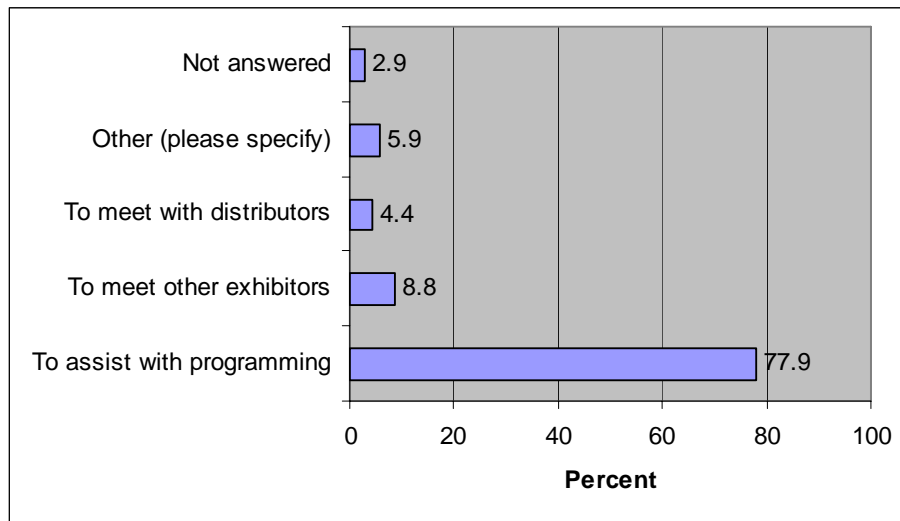
We are very pleased to see that the majority of delegates considered that they received all the information they needed before the event. Comments offered by some who answered “Yes”, and the 6% who answered “No”, suggested that the quality of the information was high but that it arrived “quite late” or that “it would have been good to have [the] programme earlier”. Delegates found that organising their own personal schedules was “problematic” with the “last-minute schedule sheets”.

The request for earlier access to details of the films, and the screening schedule, is a recurring issue. As mentioned in previous reports, the nature of the event is to screen previews of films; some of which are due for release up to five months after the event, some of which will be released later than this but do not yet have a scheduled release date. In order to acquire films such a long time prior to release (this is what previous feedback suggests delegates consider a major priority for the programme), the schedule cannot be confirmed until extremely close to the event. This is because distributors are not sure whether they will have materials for those films that far in advance and are subject to other considerations, e.g. when the films are being released in other countries and film festival commitments. For the November event, two films were pulled from the programme the week before event (due to materials not being received by the distributor and an unforeseen international festival screening). Another of the films was required by the distributor during the event and had to be collected early and couriered to another event. We were able to fill the slot with another film; but this demonstrates how difficult it is to confirm the programme earlier, and how susceptible it is to last-minute changes before and during the event.

The ICO begins the organisation of the event early to allow delegates to plan their travel and accommodation but it is not possible to provide the schedule any earlier. The ICO will remain quick and responsive in getting new information to delegates as soon as possible after it is received, however, there is no way of speeding this process up with regard to new titles.

## The Event

### 12. What was your main reason for attending the ICO Screening Days? (most important)

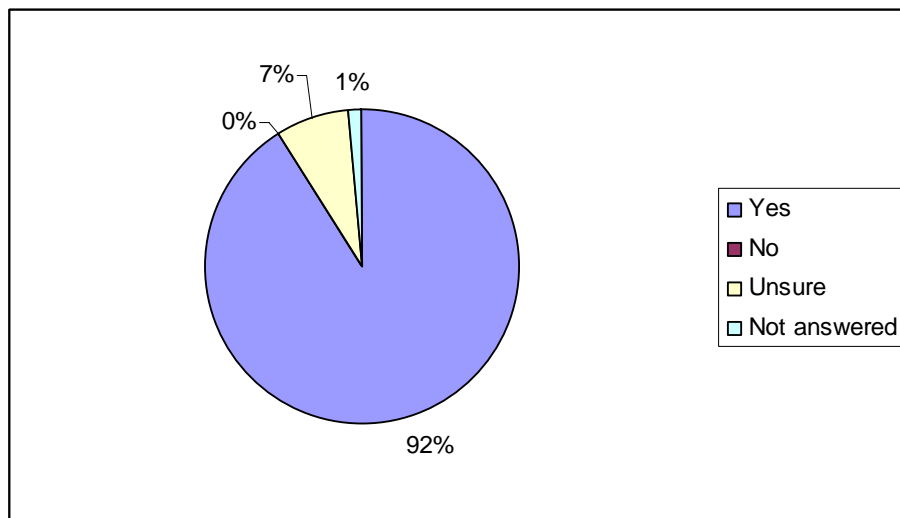


The main motivation for delegates attending the ICO Screening Days at 77.9% was to assist with ideas for programming of their Film Society or venue. The other reasons offered e.g. “to meet with distributors” gathered a far smaller response.

Some comments offered by delegates included “all of the above”, suggesting that though the questionnaire asked for a single answer, some come for more than one of the above reasons. One delegate added that they attended the weekend “to assist with the marketing and publicity of the films we will programme.” Another mentioned that in general, they wanted to “see what’s available, and to have an enjoyable weekend”.

When planning the ICO Screening Days sourcing a wide variety of specialised films from a cross section of distributors is the main priority. We also aim to get films as early from their release date as possible. These will continue to be the main aims in the organisation of future events.

### 13. Were these aims met?



We are extremely pleased that such a large proportion of delegates are achieving what they hoped to gain from the ICO Screening Days; an increase of 4% from last autumn’s event and 2% from the spring event. We hope to continue to fulfil delegates’ expectations and will continue to prioritise programming for future events.

Delegates who answered 'no' or 'unsure' commented:

*"Many of the films were unsuitable."*

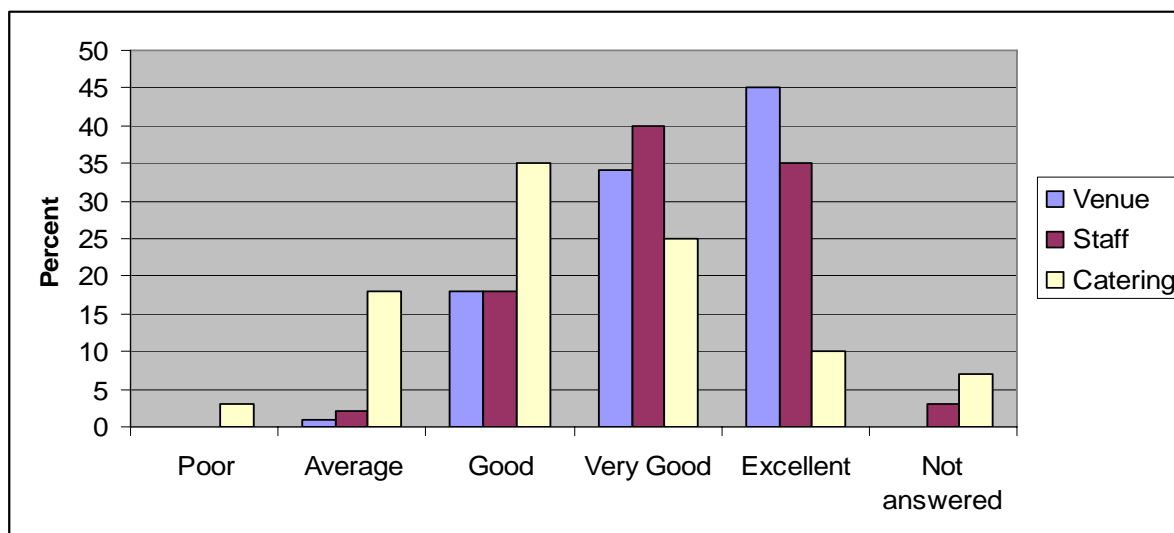
*"I didn't think the programme was varied enough. I thought that there were too many French films in the selection, at the expense of cinema from other countries."*

*"[...] not as much networking as I expected, this is down to delegates though, not ICO."*

*"Some more evening events would be appreciated."*

Please see question 15 for comments regarding the programme and the scheduling of the event.

#### 14. How would you rate the venue?



Overall, delegates considered the venue to be excellent, very good or good. The catering was rated mostly good; then very good and average. Staff were rated mostly very good or excellent. Only a few delegates rated the catering as poor.

Comments made on the venue:

*"One of the better autumn venues."*

*"Really liked the venue and it was great for me being near the railway station."*

*"Café/bar area too small."*

*"[...] the seating was inadequate for a sit-down meal."*

*"The Showroom is great, please use again."*

On the catering:

*"Too much of a long queue."*

*"It would be great if breakfast could be provided."*

*"Although the venue made a tremendous effort with catering, the seating was inadequate for a sit-down meal and actually sandwiches / salads would have been quicker & better"*

*"Useful to have hot buffet. Slow with teas and coffees."*

*"Great idea to have buffet"*

On the staff:

*“Staff had no idea and systems to cater for short breaks.”*

*“Staff very helpful for odd dietary requirements, thanks.”*

*“Staff didn't seem aware of the event which resulted in refreshments being late & inconsistent day to day. Film presentation often out slightly - shining on roof; over the edges; sound quality.”*

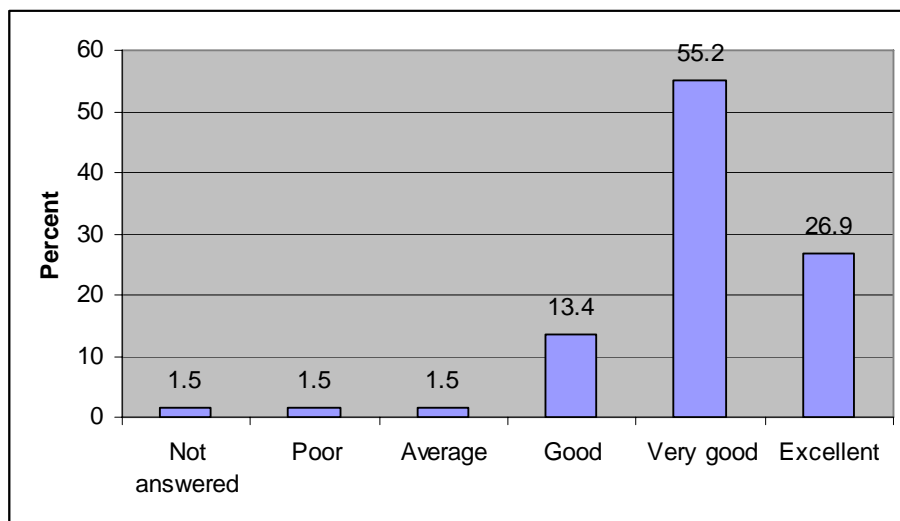
*“Showroom staff very nice.”*

*“I found the majority of bar staff really unhelpful, with a few exceptions.”*

As is evident from the above, the opinions of delegates vary quite widely on particular points, partly due to individual preference. However, many mentioned that more seating space should have been available, and that the system of providing food and drinks to delegates could have been better organised. It should be noted that most such issues are the venue's concern and as such are somewhat out of the ICO's control, it is also difficult to find a cinema that has a large enough delegate space to seat and serve over 100 delegates: but we take all comments into consideration when making venue choices for future events and will feed these comments back to the Showroom.

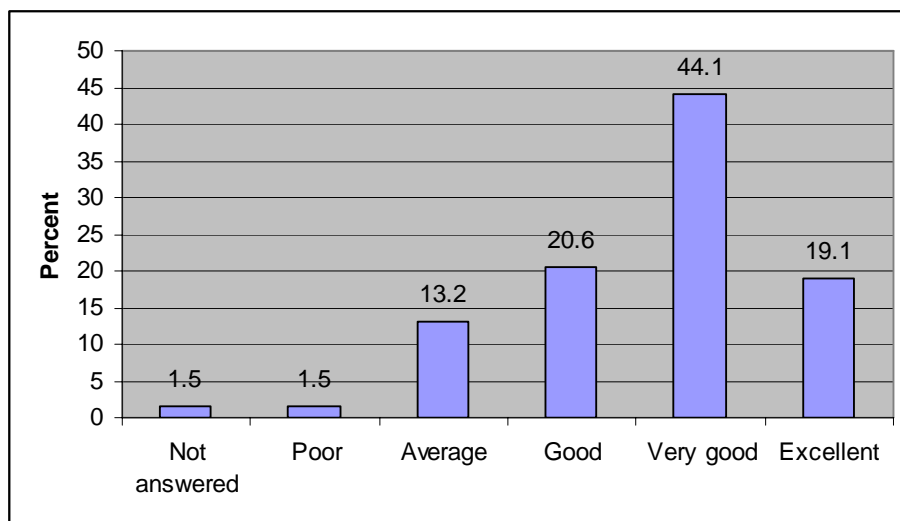
### 15. How would you rate the programme of events?

#### Number of films:



It is extremely encouraging that 95.5% of delegates rated the number of films as very good, excellent, or good.

## Range of films:



## Some of the comments made:

*"Some interesting and good films which I might not have picked up on without seeing them"*

*"Saw some great films!"*

*"Too many French films, not a wide enough geographical spread."*

*"A good range to please most film societies"*

*"Would have been nice to see some "uppers" - they were all fairly grim/sad"*

*"Glad to see less documentary style & music-related than last screening days, which responded to feedback"*

*"Best programme for any Screening Days I've been to far so, I personally found some of the films disappointed but I wouldn't have swapped any of them."*

*"All good – thanks."*

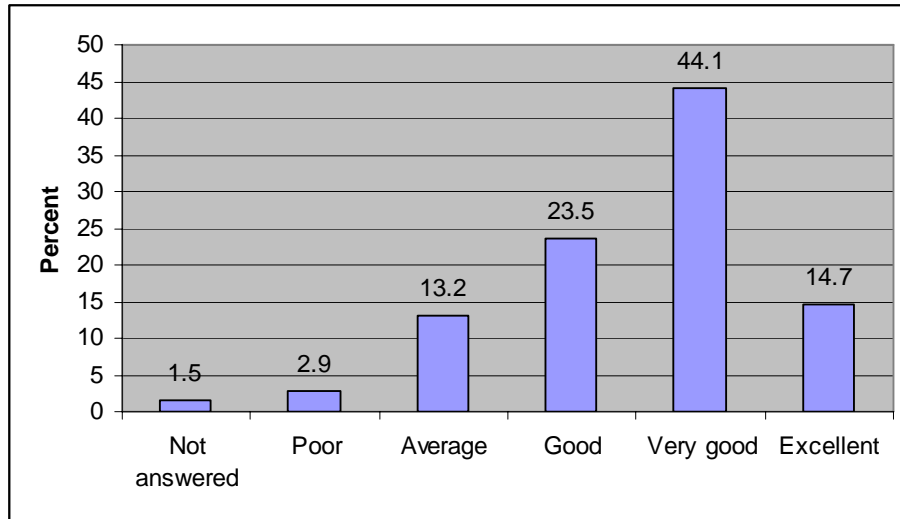
*"Would have liked films to be more spread out with evening screenings & bigger breaks"*

*"A very worthwhile opportunity to view a gaggle of preleases. On behalf of Berwick Film Society I watched 8 titles, only one of which was vacuous nonsense ("Cracks") and out of the other 7, 4 were memorable. That's a decent percentage to come back with and wax lyrical about..."*

The majority of delegates rated the range of films as very good.

Some of the delegates commented that the programme contained too many French films at the expense of films from other countries. A few delegates, whilst expressing their enjoyment of the film selection, said that the films shown would not be suitable for their intended audiences. However, many delegates commented that the programme was excellent. Variations in opinion are almost certainly partly due to delegates' personal enjoyment of films. The ICO will endeavour to continue to provide as much information as to the films' origins to allow delegates to make informed screening choices. This being said, the ICO aims to give up-to-date industry information for delegates and does not have collective control over the range of films being made/released at any given time.

## Usefulness of programme:



*"...saw some great films some of which I will be recommending for our members ballot."*

*"... for us the classic style of British films is not something we would likely programme)"*

*"I enjoyed most of the films I saw but few of them would work in a film society context."*

*"So good to get the opportunity to see films which are not obvious winners, and decide if they will run in your venue & for your audience (whether you liked the film or not)"*

*"Still quite a good number of mainstream films which our particular society does not normally show"*

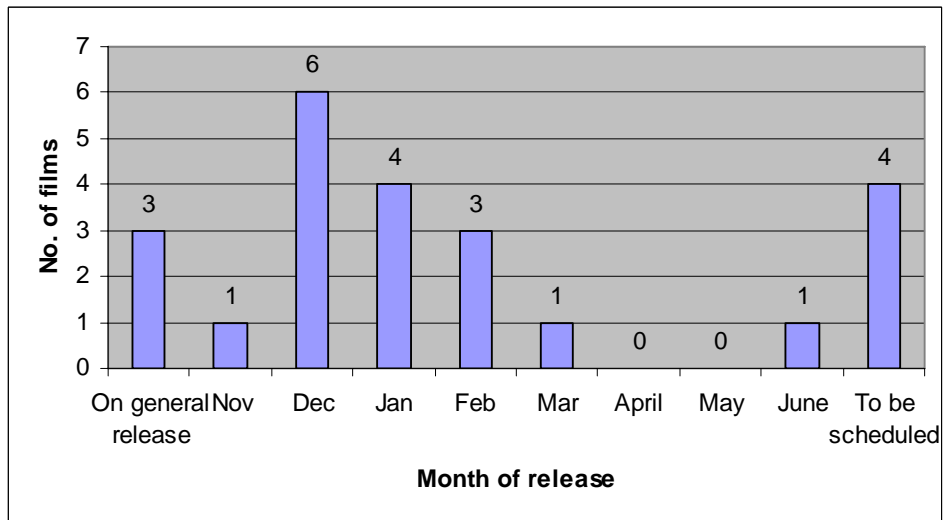
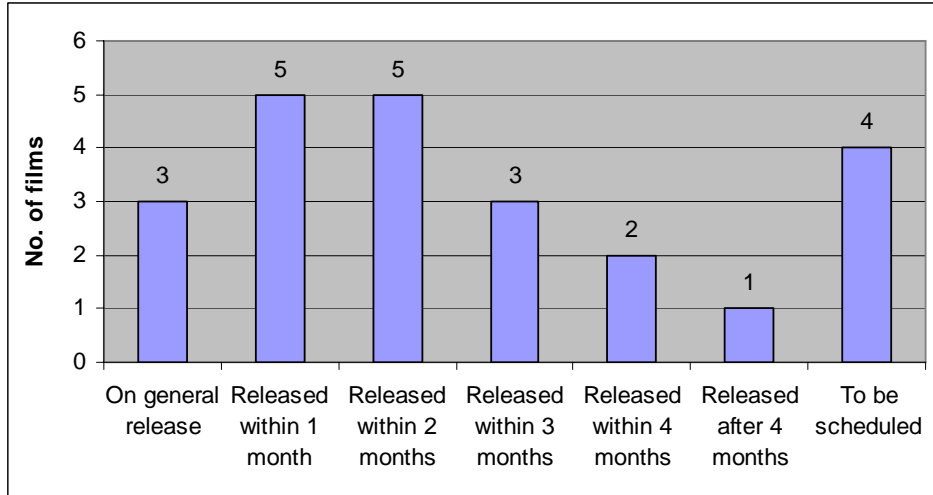
*Really glad I was able to be there and now have a clutch of titles for approval by our small but keen programming team for next Season."*

*"It was absolutely invaluable for me in terms of my programming practice to be able to see the range of films and to meet and discuss with other exhibitors."*

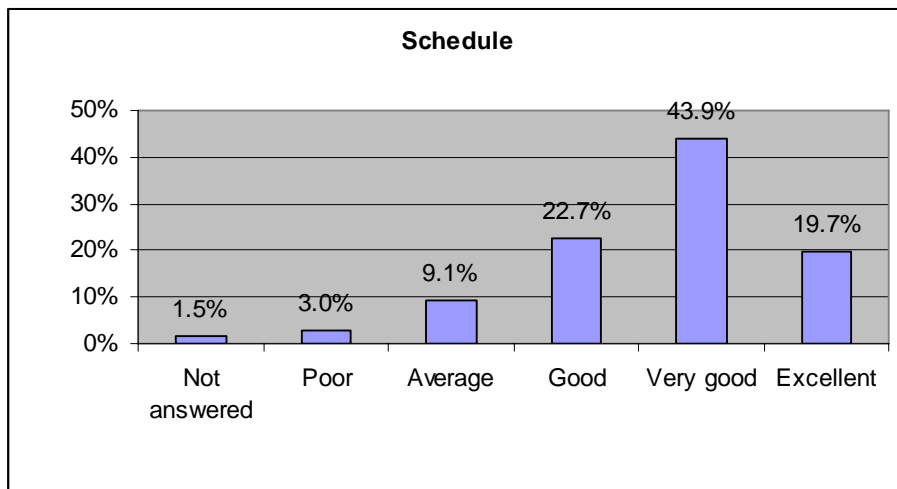
We were pleased to see that 82.3% of delegates rated the programme as good, very good or excellent. We received some comments on the types of films e.g. too many French films, too many mainstream films etc. It is encouraging that most delegates found the selection wide-ranging and appealing.

When programming for the event we try to ensure a good spread of films from a wide range of distributors. From the statistics and the mix of comments received we can conclude that the programme was pitched about right. We also consider discovering which films are not suitable for an organisation's audience to be valuable.

The chart below shows how long after ICO Screening Days the films (features only) are due to be released



**Schedule:**



**Comments:**

*“Really pleased with the schedule as no annoying overlaps and mostly had time to both make it to the loo and get a drink between films.”*

*“Quite bemused that the screening of *The Limits of Control* started 10 minutes before it was scheduled to start.”*

*“It was better because films did not overlap, excellent.”*

*“Better breaks between films this time.”*

*“Would have liked for a few other films to be repeated and for *Departures* to have been on Sat or Sun.”*

*“Would have liked films to be more spread out with evening screenings & bigger breaks”*

*“9am on the first day was too early for me as I was minimising hotel bills but I appreciate the pressures of the venue’s own programme, need for lunch break, etc”*

*“Last minute changes need to be better publicised – e.g. *Nowhere Boy*. Could you show films in the evening too? It’s a long way to come, and seeing 15 films in 3 days is more useful than 12.”*

*“Altering the schedule around *Nowhere Boy* caused problems”*

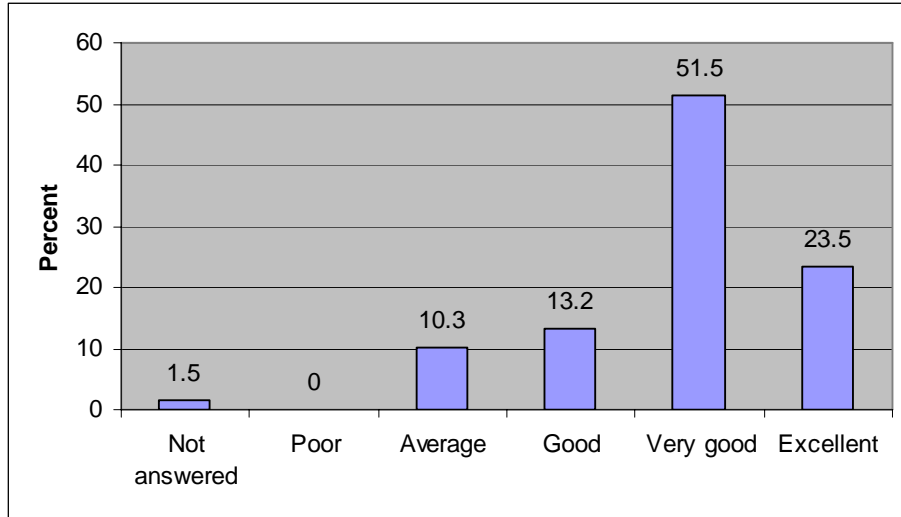
We are pleased that 86.3% of delegates rated the schedule as very good, good or excellent. However, as indicated by the comments above, opinions on scheduling are subject to individual preferences. Some delegates commented that the breaks between films improved; whilst others thought the breaks could still be longer. A few delegates expressed a wish for screenings to extend into the evening. As mentioned in previous reports it is not possible to extend the event into the evening, as cinemas are not able to give up their evening slots, due to conditions imposed by distributors and so as not to isolate their regular audience.

Due to a multitude of factors including: the time the venue will allow us to have the screens for, the length of the films, the different film formats and which screens these can play in, it is difficult to accommodate everyone’s requests. We do endeavour to ensure adequate breaks, allowing delegates to move between screens in good time.

Feedback from previous events suggests that delegates’ main motivation for attending the Screening Days is to see a large number of films, so we try to fit in as many films as possible to give the widest possible choice. We feel it is more beneficial to have more films in the programme, and if delegates would like longer break times they can choose not to attend all of the screenings. We also try to repeat the most anticipated titles so delegates have more than one opportunity to see a film.

With regard to the move in the schedule of *Nowhere Boy*, this was an unavoidable development due to the distributor unexpectedly withdrawing the film. As made clear to delegates on the film schedule, distributors reserve the right to withdraw films at any time. Due to the anticipation of high interest in this particular title, we had scheduled two screenings, of which only one was moved. Every attempt was also made to inform delegates on the change in the screening time (announcements in every screen and the delegate area).

**Reaction slip system:**



The reaction slip system is an innovation from the BFFS, previously used at their Viewing Sessions and tested at ICO Screening Days 2008. It is a standardised index system requiring delegates to mark the film they have attended and their rating of the film with a small tear in the appropriate places on each slip.

Based on feedback from last year’s event, clear directions were written on the feedback forms which reflected in the increase in positive reactions to the forms. 88.2% of delegates found the system good/very good/excellent.

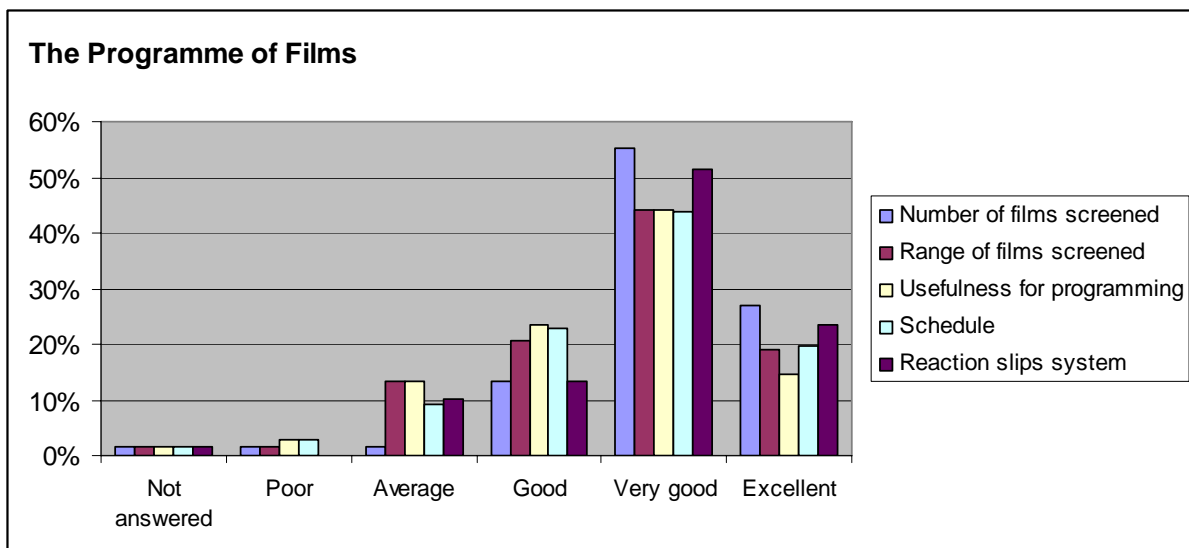
*“I enjoyed most of the films I saw but few of them would work in a film society context. You should modify the reaction slip to let people express this...”*

*“Tearing reaction slips does not offer much scope for true reactions”*

*“Reaction slip system (as always) very dubious. (On what basis are people scoring films?)”*

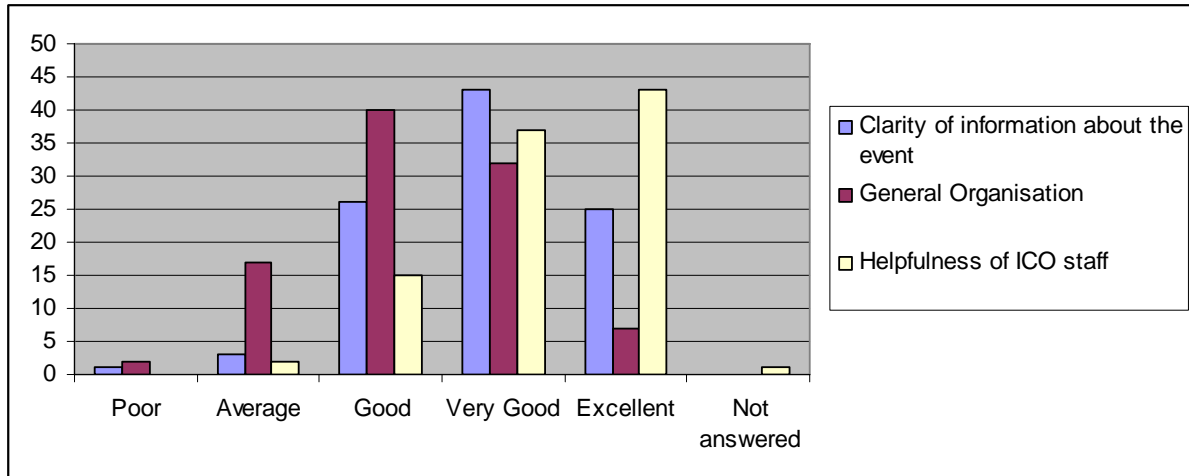
*“Reaction slip a bit crude - needs development”*

Those who found the reaction slip system average or poor commented on the lack of detail the reactions slips offer to those marking their response. This system was requested by the BFFS as a useful tool for members of the BFFS who have used this system to aid their programming for numerous years. Provision of this system is part of our commitment to work closely with the BFFS. We recognise that for some venues this system will not be useful and that the programmer’s own experience of their audience will better inform decisions.



Overall, the feedback was evenly spread with the highest percentage of people rating all aspects as very good. Over 50% of delegates rated the number and range of films screened as very good. This represents an improvement on the Spring Screening Days' figures, at which the percentage of delegates who rated aspects as very good was slightly less; with none above 50%.

#### 16. How would you rate the organisation of the event?



*"The only problem was that the scheduled times for 2 films were changed on the Monday. Whilst this didn't affect what I was watching I spoke to several disappointed people and I feel there could have been more done to notify attendees (notices next to each screen/schedule etc). All else was very good."*

*"A very well organised event."*

*"Very efficient, even down to details like parking map."*

*"ICO did a grand job of putting this screening event together"*

*"The last minute swap of Nowhere Boy with Ponyo meant I missed out one film I really wanted to see after lunch on Monday. If I had known, I would have missed out Leaving. POOR INFORMATION!"*

*"Didn't have occasion to ask ICO staff for help, i.e. all extremely self-explanatory."*

*"Shame ICO weren't in delegate area but I understand you were short on space."*

*"No signage or welcome when we arrived - we wandered through three rooms before being greeted by Showroom member of staff"*

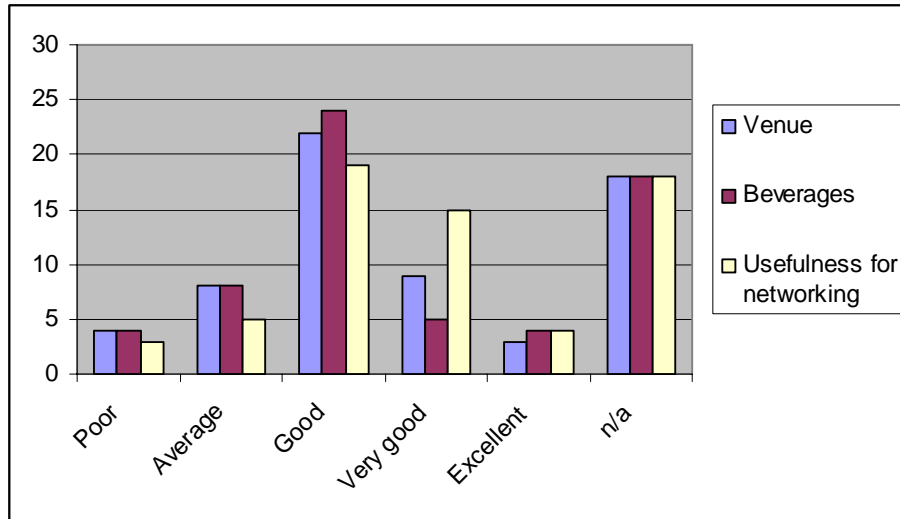
*"Just a very quick email to say well done and congratulations for last weekend's ICO Screening Days. I thought it went very well, had a very good programme and was very well organised."*

*"Bravo!"*

*"All smooth - thank you! Film notes are so helpful - please provide wherever possible"*

Overall, delegates considered the event to be well organised and included some very positive feedback. In response to the comments about the change in the film schedule, as previously stated, it is impossible for the ICO to prevent distributors from withdrawing their films unexpectedly for other commitments. In response to comments about a lack of welcome or signage; the ICO table was set up in the entrance hall and all delegates were greeted, given badges and delegate packs, and directed as appropriate.

## 17. How would you rate the drinks reception?



The majority of delegates rated the drinks reception to be good.

### Comments:

*“Didn’t make it, but understand it was nice”*

*“Delegates tend to stick with people they already know, so not much effective networking.”*

*“More staff needed during service”*

*“Appreciated a glass of wine after a long day of film watching; some snacks would have been nice, just simple stuff.”*

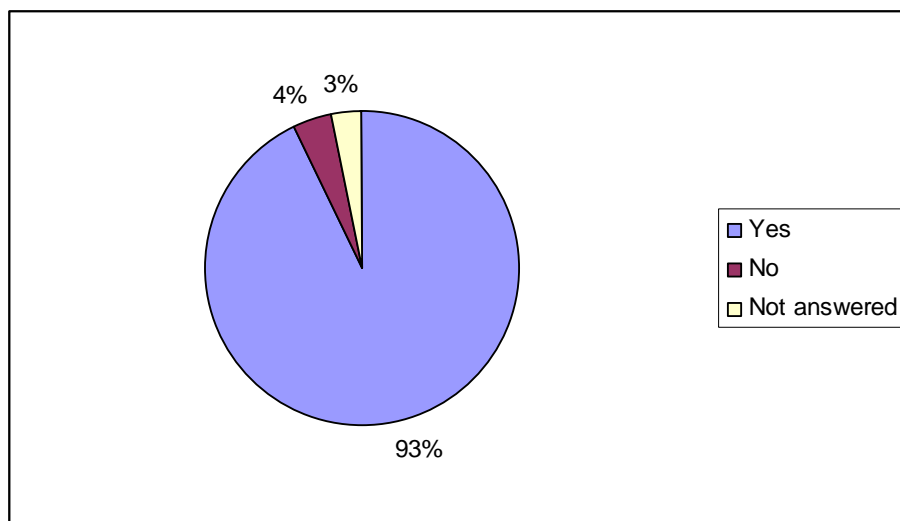
*“Snacks came too late”*

*“Attended The Magic Hour event instead”*

*“White wine was pretty dreadful but of course no-one was forcing me to drink it! No fizzy water evident...”*

In the comments provided, one delegate mentioned that as people tend to stick with those they know, the reception isn't really effective for networking – however, this is not really within the ICO's control.

**18. Was the information provided in the delegate packs satisfactory?**



We are very pleased to find that 93% of delegates found the delegate packs satisfactory. We will continue to provide all the information on the ICO website prior to the event and send out a PDF email version to delegates as soon as possible beforehand, so they can plan their film choices and organise their schedule in advance.

Delegates who did not find the delegate packs satisfactory provided the comments below:

*"No evaluation form. Little of any real interest."*

*"DVD / Non-theatrical release date."*

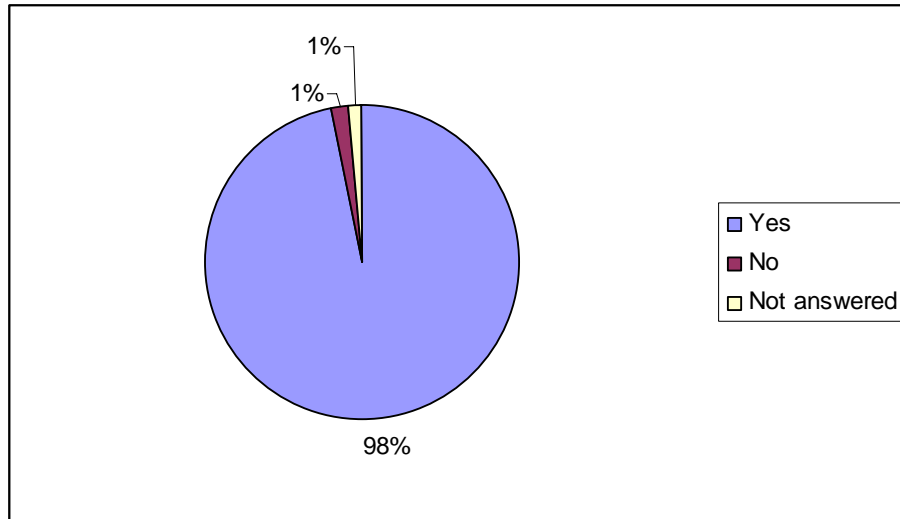
*"More about the films."*

*"More info re: restaurant."*

*"More info about the films would have been better."*

Responding to the comments above in order, evaluation forms were provided at the event. As the films shown are previews, the DVD / non-theatrical release dates are not available at the time the delegate pack is produced as these dates are dependent on how well the films perform theatrically. . More film information was requested, but no specifics as to what further information would have been welcome were offered – the delegate pack currently gives a wide-ranging description of each film together with general info (country, date, details of the director and cast, certificate) and details of print type, distributor and distributor contact details and theatrical release date.

**19. Do you think that the cost of the ICO Screening Days represents value for money?**

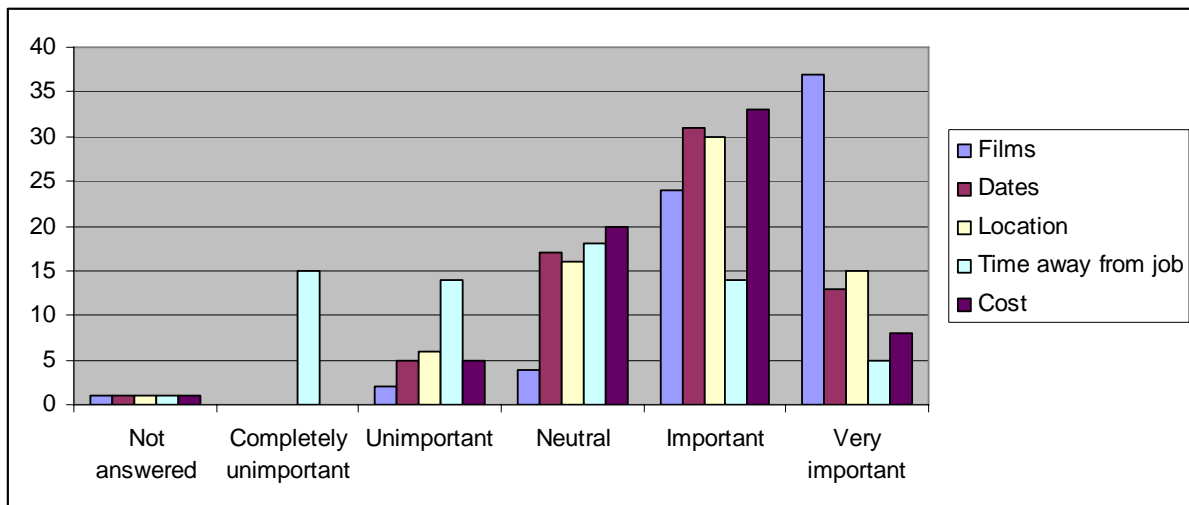


The ICO is extremely pleased that 98% of delegates said the ICO Screening Days represented value for money, as we endeavour to make the event thoroughly worthwhile.

The ICO aims to mitigate costs for delegates by rotating the event to different regional venues so that those from particular areas are not consistently travelling to far-off venues.

**Future Events**

**20. How important is each of the following when deciding to attend?**



It is clear that the delegates consider the ICO Screening Days an important date on their calendar. The selection of films and the cost were rated the most important factors in delegates' decision to attend; closely followed by dates and event location. The time away from job averaged as the least important.

*"Dates are a matter of luck"*

*"Dates are only crucial because it is the difference between being able to attend or not being free. It wouldn't matter when it was, it is purely chance."*

*"Films: neutral as we don't know what they will be when we commit."*

*"Running the event over the weekend is great as you cover 3 days but only lose one working day, and I'm not sure I could really cope with much more than 4 films/day if you were to try to crush it all into two days."*

*"From my perspective it is not the location that matters, but the venue. For instance I did not attend the Glasgow Screening Days last year because the venue has extremely uncomfortable seats."*

*"Films – our society appreciates the chance to see independent, foreign and non-mainstream films*

*Dates – our issue is not having sufficient notice of the dates*

*Location – we love NFT in London but try to get to other parts of the country if we can (Bristol/Birmingham/NW or NE sometime?)*

*Time away from job – for me this is tied up with location and dates*

*Cost – the committee members from our society all pay for themselves as our society couldn't afford to send us so, yes, cost is a consideration and is also connected with the location (e.g. do I have a friend or relative with whom I can stay?)"*

#### **Any other comments or suggestions?**

*"...the location made it accessible from the north of the north-east."*

*"I had a very enjoyable weekend"*

*"Another enjoyable film weekend, many films to recommend."*

*"Well done to you and your colleagues, the Sheffield weekend was well worth attending and overall a good experience with some enticing films."*

*"I think the ICO should recognise that film societies have a unique culture, and let them have more say in film selection through BFFS."*

*"More networking opportunities"*

*"Additional activity of an interactive nature would be great as the information flow is as important as seeing the films, particularly for those of us outside of metropolitan centres."*

*"I really enjoyed the weekend and came back with 3 films I could recommend to my committee and had been able to rule out others which I'd wondered in advance would be right for our society."*

*"Better geographical spread of films, please (this year too many French films). Fewer "mainstream" titles, e.g. "Glorious 39", "The Last Station", "Capitalism: A Love Story" & "Ponyo"."*

*"Given the effort and expense, I for one would be grateful for screenings to extend into the evening. i.e. 5 screenings per day rather than 4. Presence of more distributors would be valued - with perhaps a look ahead to the coming year's schedule of releases."*

*"Invaluable. And very enjoyable too. The league table is also useful as a check for your own opinions / reactions, as a gauge for any movies you don't manage to see."*

*"A wonderful weekend. Please send a big thank you all the ICO staff and to the Showroom for giving up their screens to facilitate the event."*

*"I would like a little more time between films and more time for lunch. We seem to have very little time to exchange information with other societies"*

*"I think these screening days are excellent. Only complaint is that there aren't enough of them - how about doing them quarterly!"*

*"Thanks again for all your hard work in making it a great screening days - great selection of films and nice to meet with other venues and yourselves."*

*Despite my disappointment with the lack of variety in the programme I continue to find the Screening Days excellent value for money and always extremely well organised.*

*"It may seem I have just ticked everything positively but that was my experience. Great range of films, great organisation, food, venue, info, I think this was a superbly run event."*

*"Excellent weekend! Great for programming!"*

*"Keep up the good work."*

Overall the feedback from the event was extremely positive and confirms that we are achieving most of the aims for delegates attending from film societies and cinemas. Much feedback mentioned of the “invaluable” nature of the event. We will continue to try and improve future events and will look into actioning some of the suggestions from the feedback.

### **Priorities**

- To target a wider demographic
- To hold events in different regions of the UK
- To open registration as early as possible
- To provide information regarding films as soon as possible via email updates and the ICO website
- To provide a broad programme of quality pre-release films
- To schedule as much break-time between films as possible, without reducing the number of screenings
- Clear venue signage
- To provide an adequate space for meals and for the drinks reception whilst keeping it near to the screening venue
- Advance notice of dates for future events

### **Suggestions to consider**

- To investigate the possibility of online registration and payment
- To organise some networking activities