

Summary of the Event

- Highest attended ICO Screening Days to date (300 delegates)
- 11 theatrical distributors attended the event, representing Artificial Eye, BFI, Eureka, Lionsgate Films, Optimum Releasing, Soda Pictures, Universal Pictures and Verve Pictures
- 10 representatives from the major non-theatrical distributors, Filmbank and MPLC, attended the event
- 3 of the Regional Screen Agencies were represented
- Jez Lewis the director of *Shed Your Tears* came along and introduced a screening
- 21 pre-release titles screened
- 1 BFFS programmed slot – *Samson and Delilah*
- 5 UK Film Council funded shorts screened in front of features, with the assistance of Lifesize Pictures

Percentage increases from the previous event in April 2009

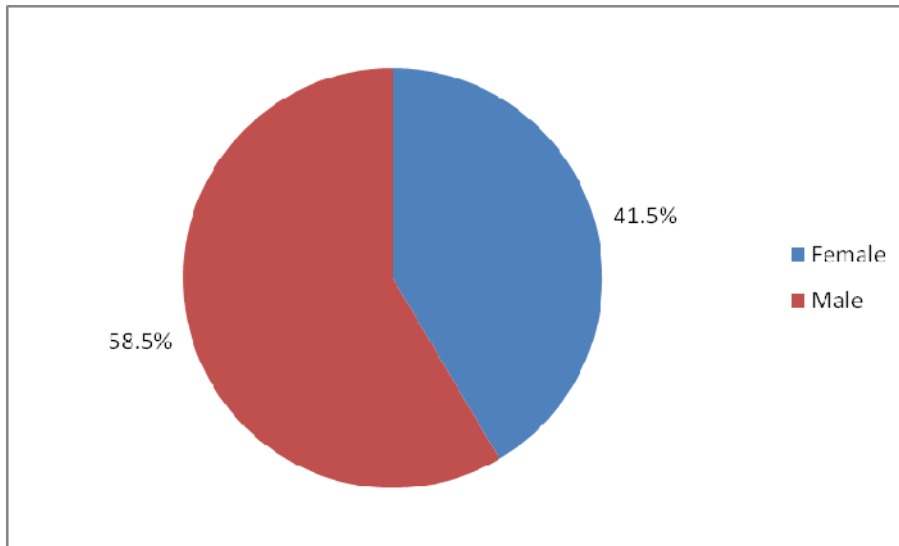
- 16.3% increase in attendance
- 6.2% increase in new attendees to the event
- 5% increase in attendees finding out about the event via the ICO email list
- 5.5% increase in people finding the information on the ICO website useful (98.5% in total)
- 3.5% increase in delegates finding the booking procedure satisfactory (97.5% in total)
- 10.4% increase in how well delegates thought the event was organised (91.4% delegates found the organisation of the event good, very good or excellent)
- 30.1% increase in how delegates found the drinks reception in terms of usefulness for networking (76.1% delegates found the drinks reception good, very good or excellent in terms of usefulness for networking)
- 1.2% increase in delegates thinking that the cost of the ICO Screening Days represents value for money (93.2% delegates in total)

Evaluation Report

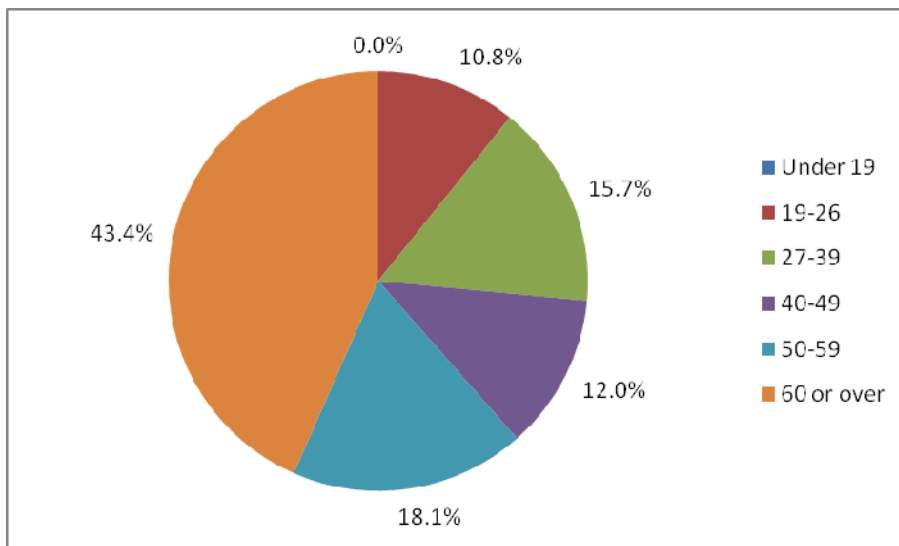
Of the 300 delegates who attended the ICO Spring Screening Days, 84 (27.6%) returned an evaluation form. The information from all the 84 evaluation forms has been used to create the report below. Results have been recorded and are represented as percentages throughout. Frequently made comments and suggestions 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?

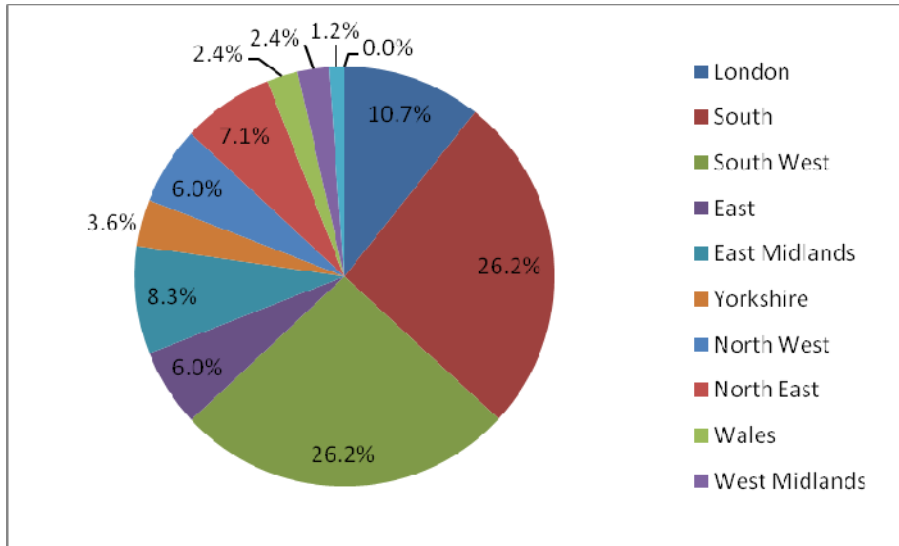


2. Which of the following ranges includes your age?



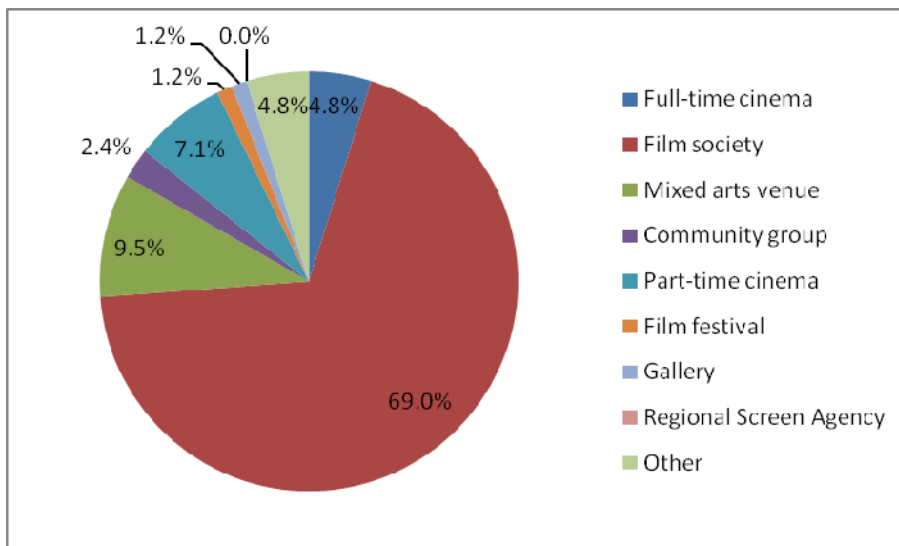
The highest percentage of delegates at the ICO Screening Days was 60 or over. The second largest percentage was 50-59 (at 18.1%). For the next event we will look at ways of targeting a younger demographic.

3. Which region is your organisation based in?



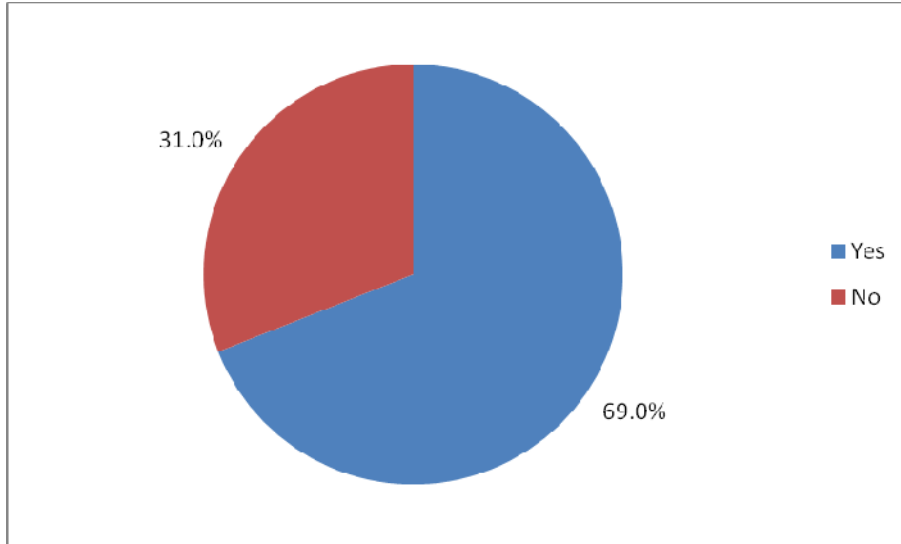
The majority of delegates were based in organisations in the South, South West and London, this is to be expected considering the geographical location of the venue and the relatively high concentration of film societies in the South West. However, there is a good spread of regions; showing how the ICO Screening Days attracts visitors from across the UK. The ICO will continue to situate one of the biannual ICO Screening Days in a different location outside of London each year to enable people from all over the UK a better opportunity of attending.

4. Which of the following best describes your organisation?



The ICO is very pleased that the Screening Days event is attended by such a high percentage of film society members. We are also pleased that over a quarter of delegates are from a large variety of organisations, e.g. mixed arts venues, part-time cinemas, galleries etc. The ICO Screening Days are designed to provide support for such organisations that do not have access to exhibitor screenings. From the graph above it demonstrates that we are reaching this right types of organisations.

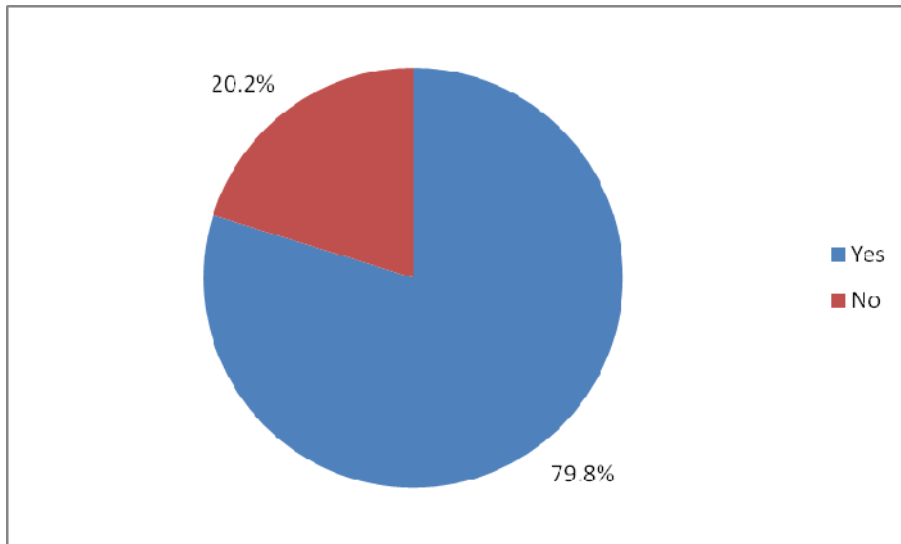
5. Is your organisation a member of the BFFS?



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.

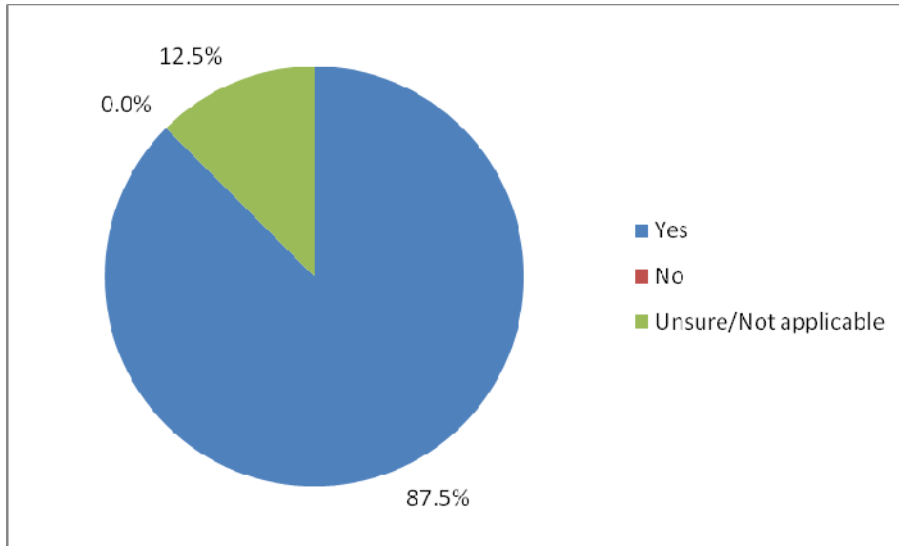
We were also pleased to see that nearly a third of delegates were not members of the BFFS, confirming that the event is useful to the many other sections of the exhibition industry supported by the ICO.

6. Have you attended the ICO Screening Days before?



The overall number of delegates (300) is our highest to date. 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?



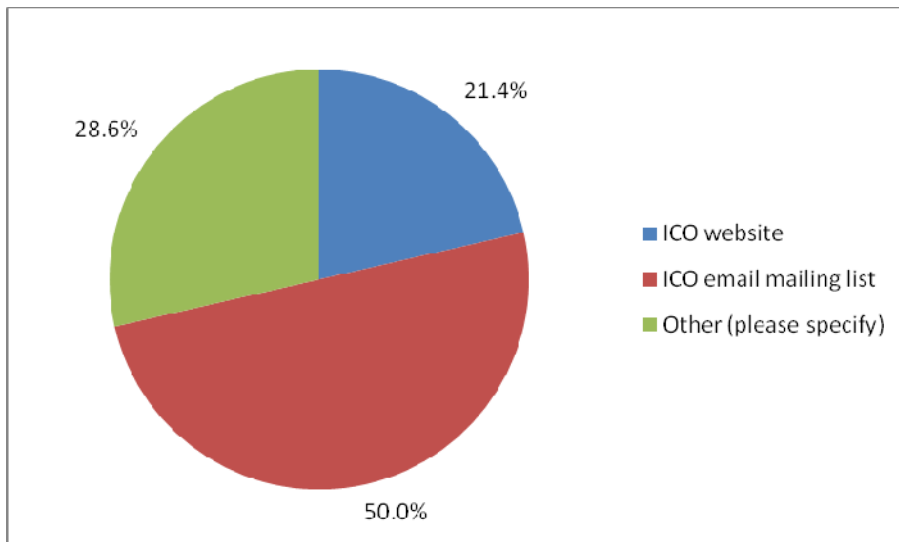
The ICO is thrilled that 87.5% of delegates considered previous ICO Screening Days a useful tool in assisting with film programming.

Delegates that were unsure whether it assisted commented that they were not responsible for the overall programming decisions in their venues.

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)

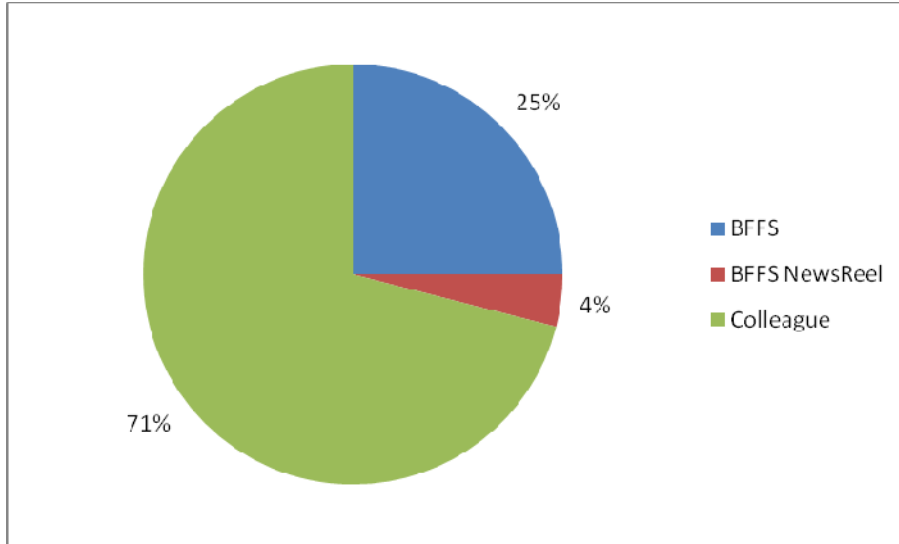
8. How did you find out about the ICO Screening Days?



We are pleased to see that majority of delegates are being notified about the event by the ICO email mailing list. We have recently invested in using a bulk email provider which seems to be working very well, and enabling us to reach a wider range of participants.

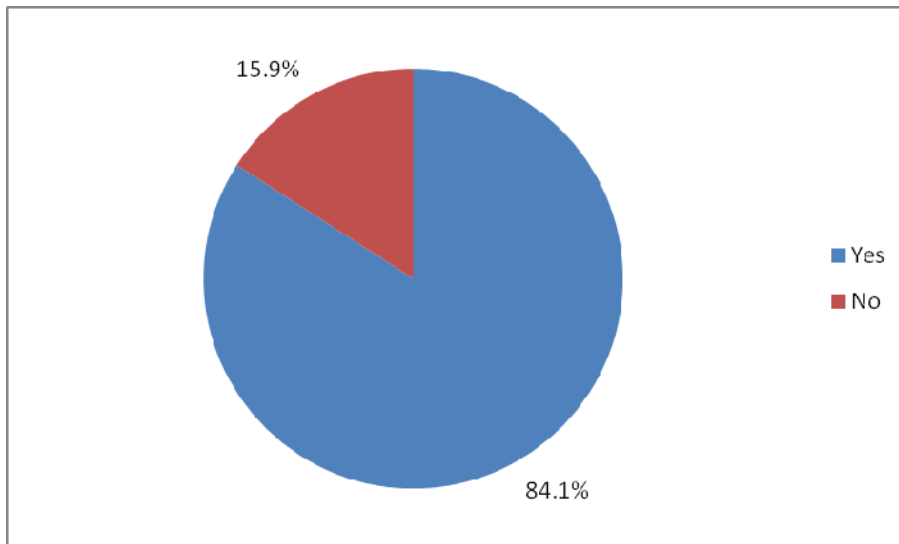
We are also pleased to see that the number of delegates being notified by the ICO website has increased by 8.2% from last autumn's event. We will continue to make information about the next ICO Screening Days event available as soon as possible on the website to encourage more people to use our website as the "first point of call" with enquiries.

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



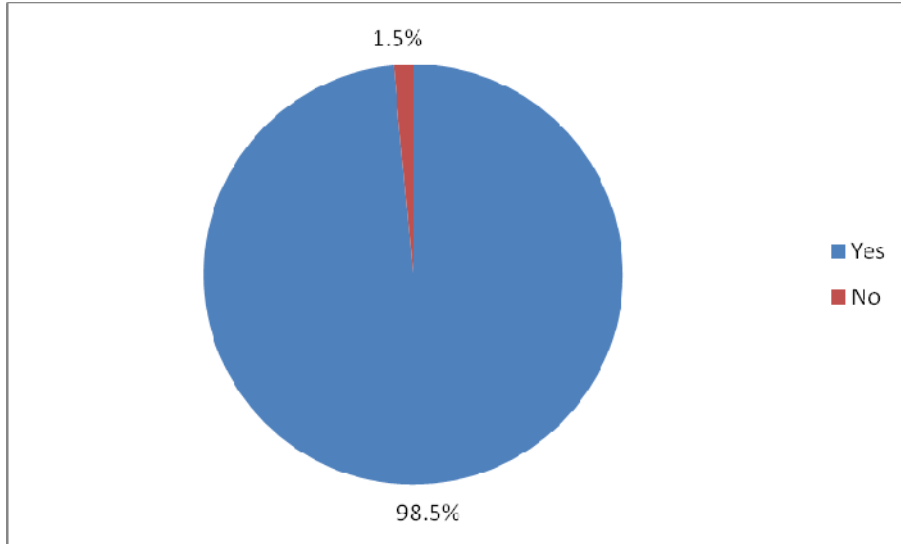
Most delegates who answered 'Other', found out about the event through word of mouth from a colleague and via the BFFS. The ICO will continue to ask the BFFS to advertise the event through their marketing channels.

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



It is encouraging that such a large majority of delegates are using the ICO website to access information about the event. 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.

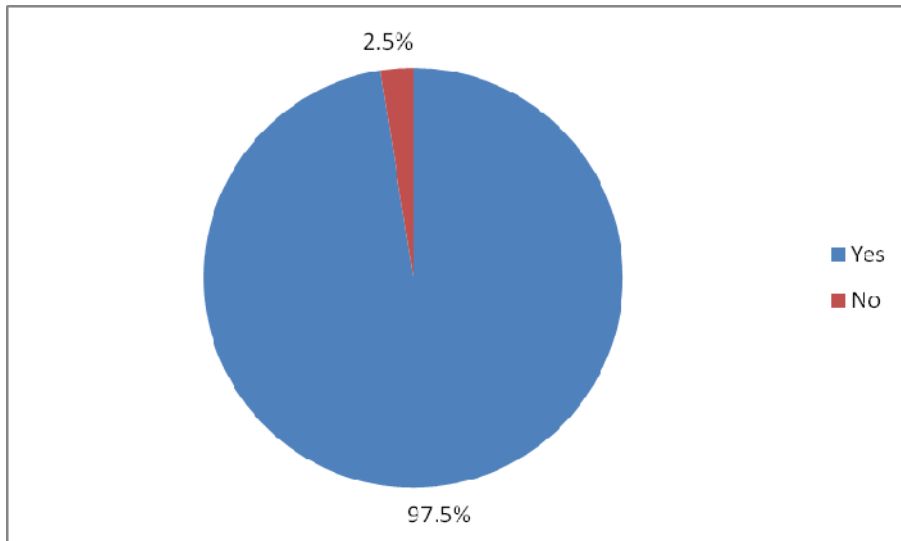
If so, was this useful?



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

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.

10. Was the booking procedure satisfactory?

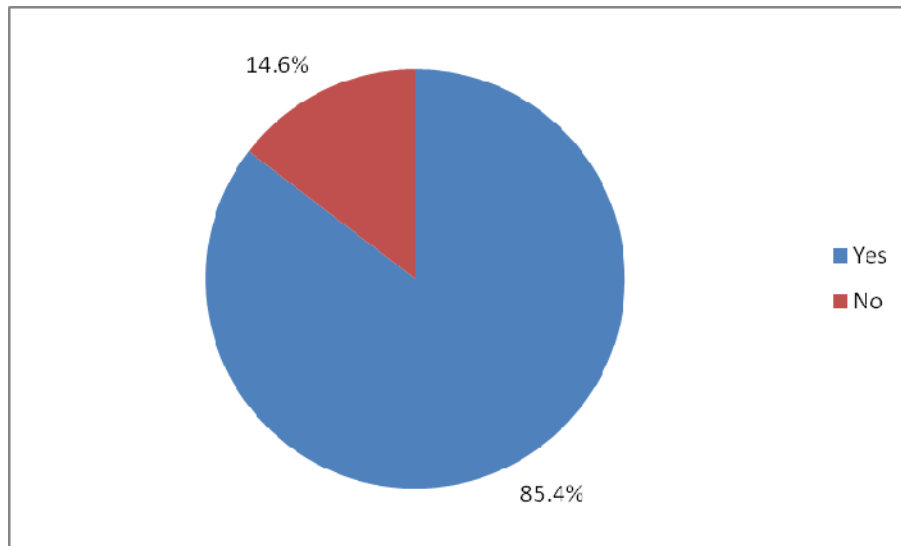


A very high percentile of delegates found the booking procedure satisfactory, this figure has increased by 4.5% from last autumn's event.

The only comment regarding the booking procedure was that one delegate did not receive an email booking confirmation. This sometimes happens with spam filters in place, however we do ask delegates to contact our office if they have not received a confirmation email within 7 days of sending their form, to minimise any disruption.

Following on from comments in the feedback from the autumn event, we increased the booking period for this event. Delegates were able to register for the event from January 2010.

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 14.6% who answered “No”, suggested that the quality of the information was high but that they would have preferred to have received it earlier.

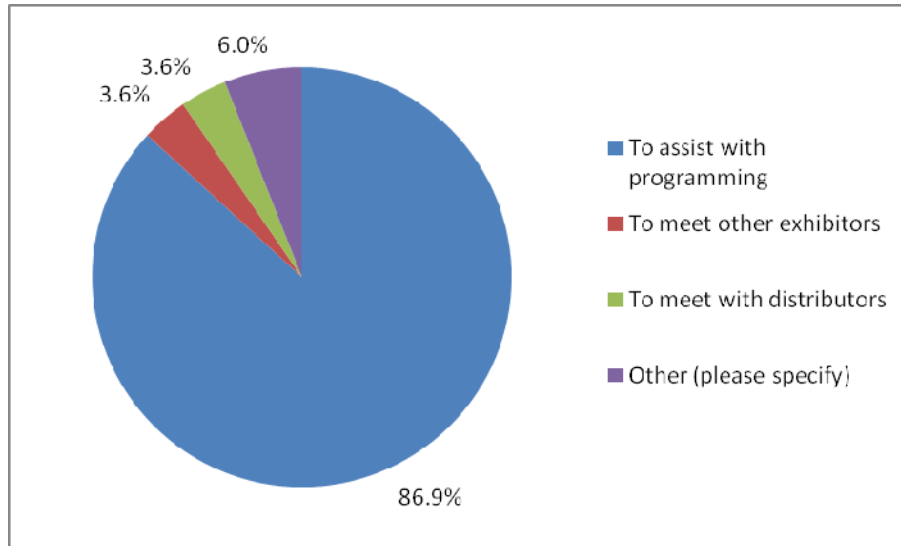
The request for earlier access to details of the films, and the screening schedule, is a recurring issue. As mentioned in previous reports, the nature of the event is to screen pre-release films; some of which are not due for release up to five months after the event, some do not yet have a scheduled release date. In order to acquire films such a long time prior to release (which delegates consider being 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.

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 emails the schedule to delegates two weeks before the event, and the delegate pack one week before the event, so delegates can plan which films they wish to watch.

For future events we will add space on the registration form for more than one email address to ensure that all delegates receive this information in a timely fashion. We 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)

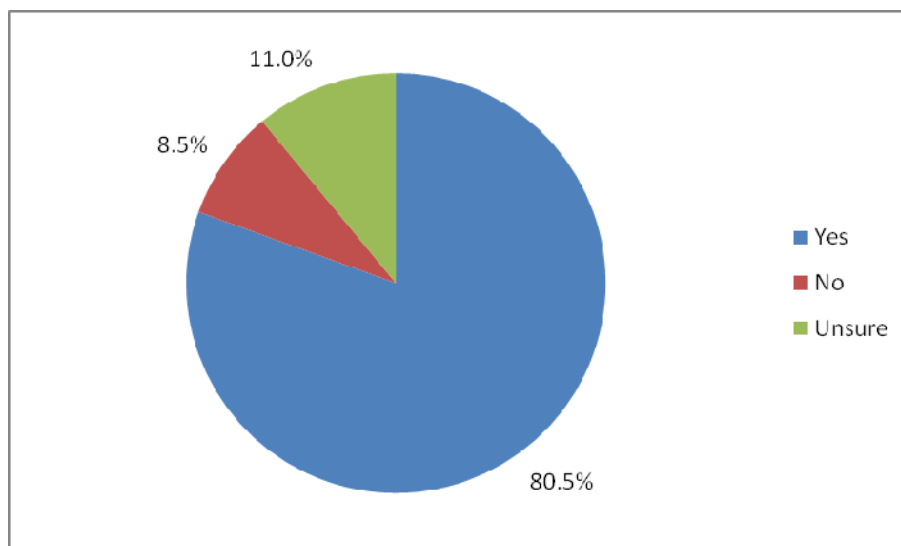


The main motivation for delegates attending the ICO Screening Days at 86.9% was to assist with ideas for programming their film society or venue. The other reasons offered e.g. “to meet with distributors” gathered a far smaller response.

All of the delegates who answered ‘Other’, gave “watching films and keeping abreast of new releases in independent cinema” as their reason.

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?



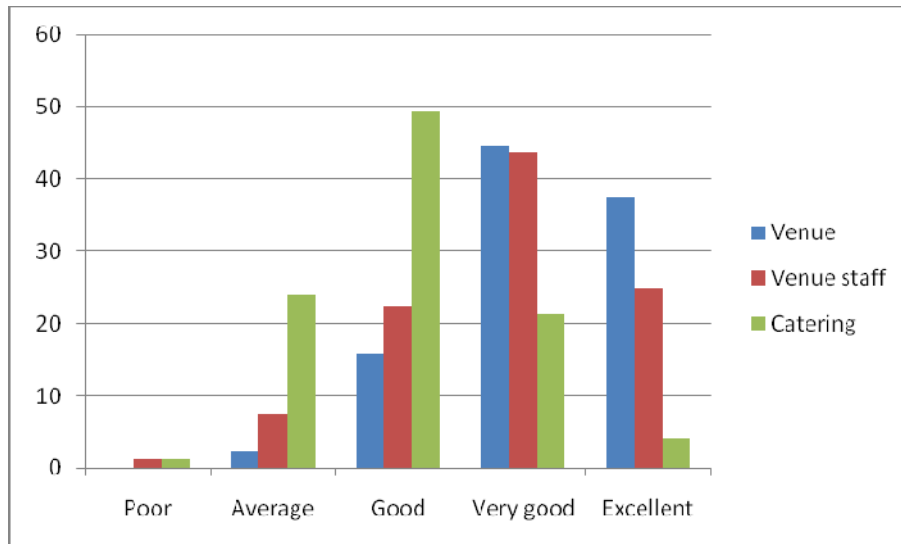
We are extremely pleased that such a large proportion of delegates are achieving what they hoped to gain from the ICO Screening Days. We hope to continue to fulfil delegates’ expectations and will continue to prioritise programming for future events.

Delegates who answered 'no' or 'unsure' commented that they didn't think some of the films were suitable for their specific audience and/or that the films were not as good as in previous years. Although, some of the comments reflect that this is largely due to the product that is available.

"Film selection didn't suit our audience at this time, although worthwhile seeing. I appreciate this is dependent on films available."

We also believe that it is invaluable for delegates to work out which films not programme, as on paper they may look appealing but after having access to watch the film, decide it is not suitable for their particular audience.

14. How would you rate the venue?



Overall, delegates considered the venue to be very good or excellent. The catering was rated mostly good and the venue staff were rated mostly very good or excellent.

Comments made on the venue:

"Much better than on my last visit (2008) - bright room for delegates, good seating, efficient catering"

"All together very good"

On the catering:

"Sandwiches, tea etc. in the delegates room was good. Biscuits and fruit with tea in afternoon would be great"

"Welcomed the catering in the Delegates Room - good value"

"More affordable lunch options would be great"

"I missed having anything sweet, e.g. croissants in the morning and cake etc. at lunch"

On the staff:

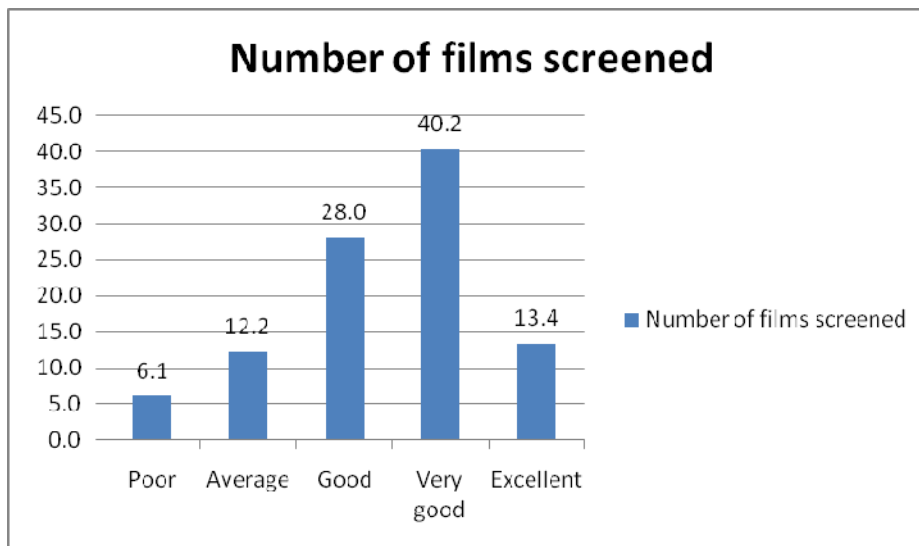
"Staff made us feel uncomfortable booking the matinee films, like we were blaggers 'wasting' tickets that proper audience members deserved more."

"long queues at bar, very slow inefficient bar staff - please pass on comment"

The above results suggest that the majority of delegates were very happy with the choice of venue for the ICO Spring Screening Days. The few comments we received are much improved on previous events that we have held at the BFI Southbank, and delegates seem to appreciate the dedicated space to have refreshments and lunch.

15. How would you rate the programme of events?

Number of films:



It is extremely encouraging that 81.6% of delegates rated the number of films as good, very good or excellent. Due to increases in operational costs over the past 6 years, e.g. venue hire, we have had to reduce the screen time in the venue. We are pleased to see that the majority of delegates were still happy with the number of films being screened.

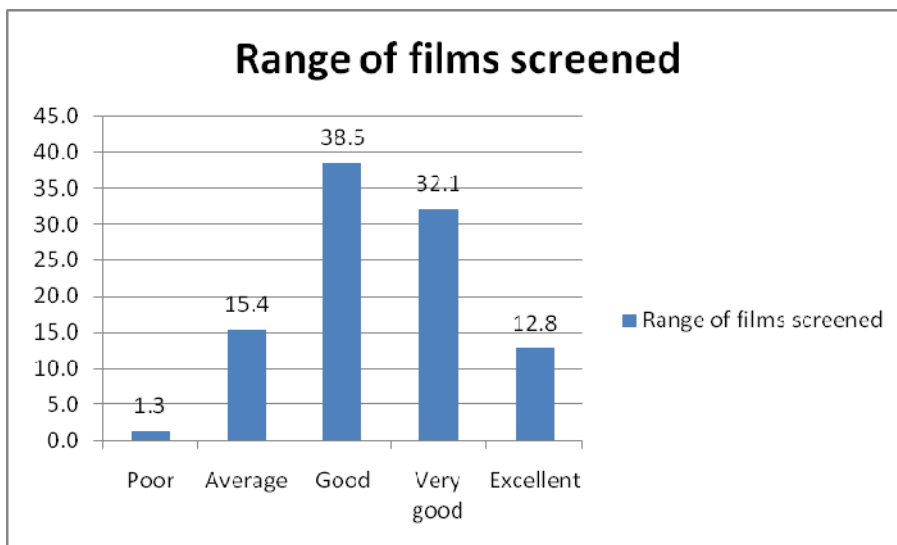
Some of the comments made:

"Less films than usual due to inclusion of public programme..."

"Disappointing to lose a potential screening Sat/Sun afternoons, though venue demands are entirely understandable."

"Pity to have lost the last screening on Saturday afternoon to BFI shows."

Range of films:



The majority of delegates rated the range of films as good or very good and we received some very positive comments about the programme.

There were some disparities over the types of films that delegates wanted to see, some delegates requested more mainstream films, while others requested more independent films. This is the nature of having different venues at the event with different programming needs. Some of the delegates commented that they would have preferred a programme of all new releases, however being a cultural organisation and working with the BFI we think it is important to have a platform for reissues as well.

Some of the comments made:

“A really excellent programme of films this year - well done guys! A good spread of different types of films to suit a variety of needs too.”

“Would like to have seen a few more mainstream films.”

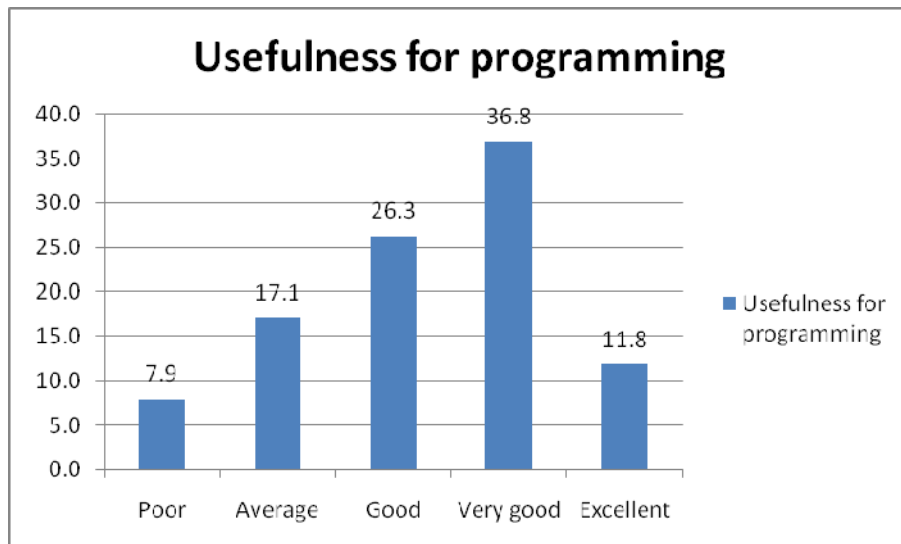
“Would like to see more independent films.”

“There seemed to be a lot more older films this year”

“Prefer programme of all newer films”

“Too many pre-releases.”

Usefulness of programme:



“Very interesting and varied selection of films”

“I really enjoyed the Screening Days thank you - it is always so helpful to see stuff in advance and meet with other exhibitors. It certainly is a great service provided by the ICO...”

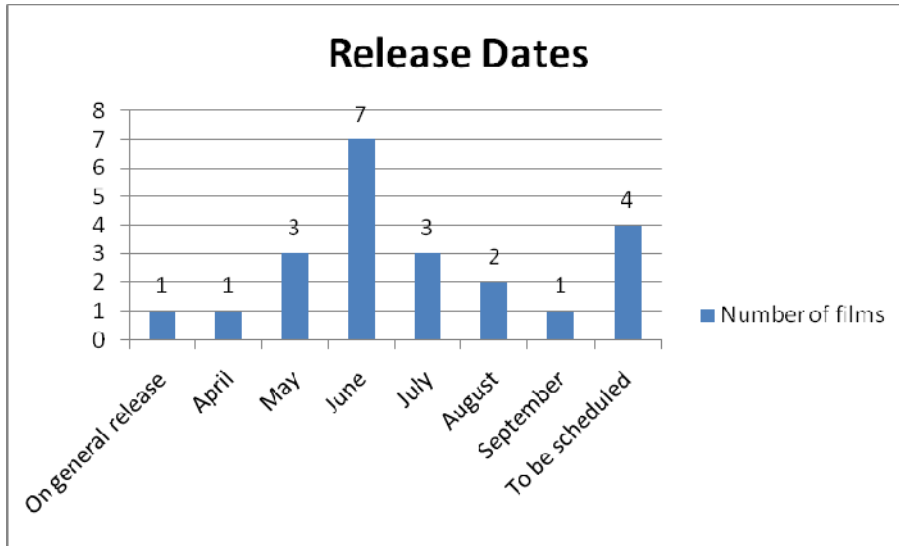
“Useful to be able to preview so many films in a short space of time”

“Excellent programme, well presented”

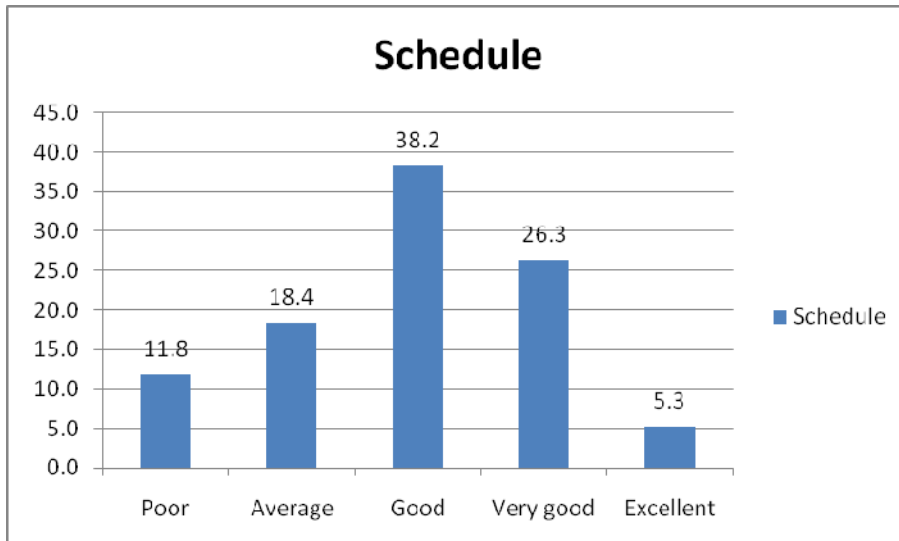
We were pleased to see that the majority of delegates rated the event as good, very good or excellent, in terms of usefulness for programming.

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 comments received we can conclude that we delivered a successful programme.

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



Schedule:



Comments:

“There wasn’t (unlike at Sheffield) enough time between films nor for lunch - presume this was because you had to switch to the BFI programme at 3:30...”

“Screening days have improved schedule - wise over the years allowing a lot more freedom of choice”

“Schedule - why not late afternoon and evening film screenings thereby allowing more repetition”

“Very little time between films”

“I would have appreciated a slightly longer lunch break.”

“Could do with rather less repeats as I came for 3 days”

“I think four films was a bit too much in the time period. I felt that longer breaks were needed in between films, especially for lunch. Perhaps have the final films running later into the evening and adjusting the schedule.”

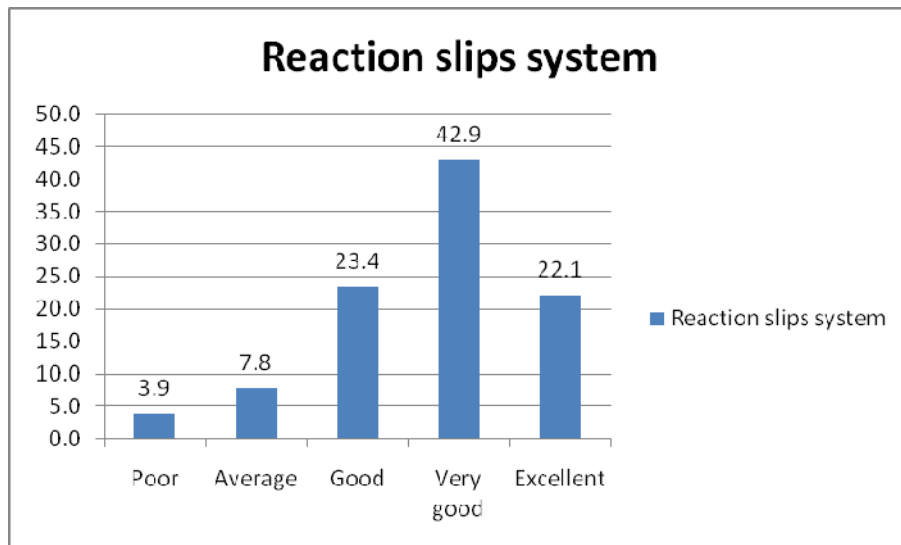
We are pleased that the majority of delegates rated the schedule as good, very good or excellent. However, as usual delegates requested longer breaks between films and that screenings be extended into the evening.

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 amount of screen time the venue will allow us to have, 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.

Feedback from previous events suggests that delegates' main motivation for attending the ICO 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.

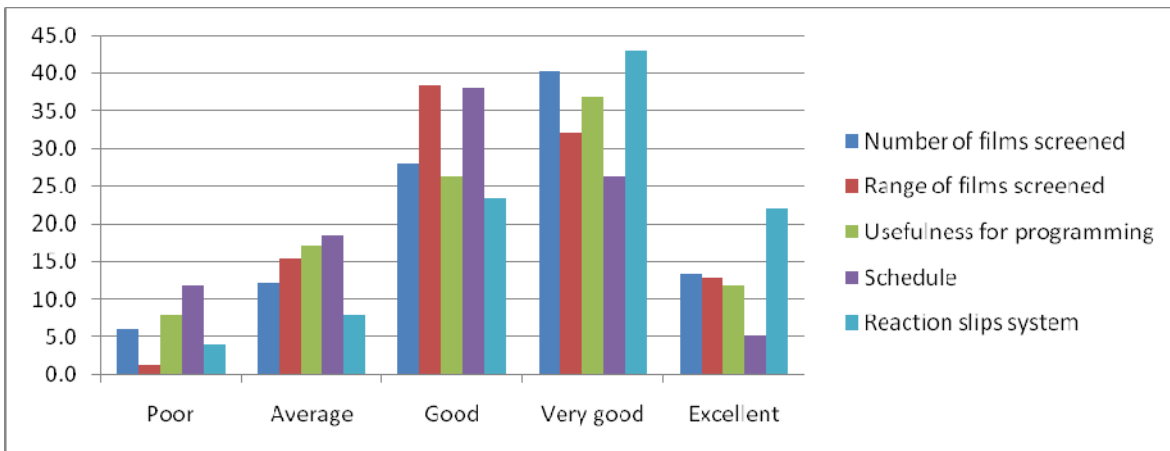
Reaction slip system:



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.

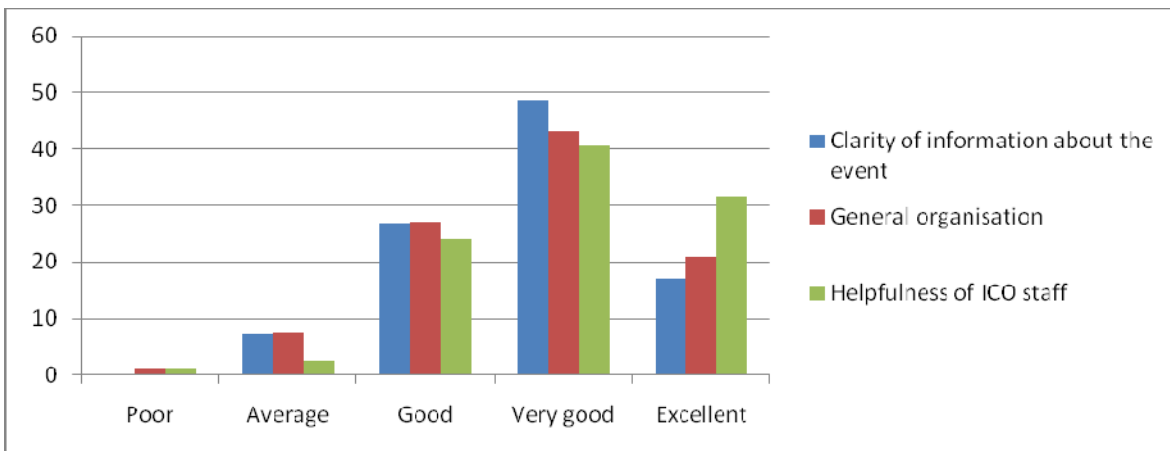
The majority of delegates found the reaction slip system very good. Those who found it average or poor commented that people score films using different criteria, e.g. personal taste or suitability for their audience, thus making the system not very useful.

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 of the programme as good or very good.

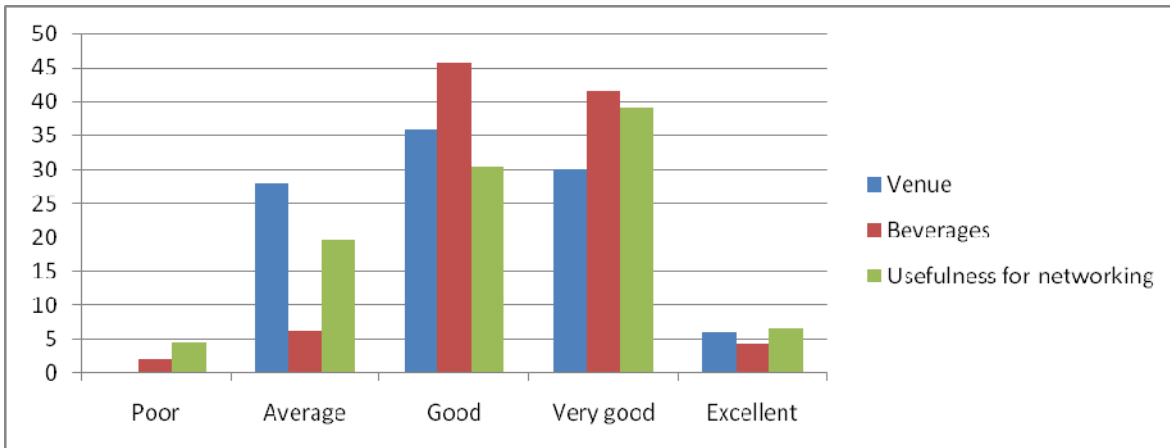
16. How would you rate the organisation of the event?



"I really appreciate how much work had goes into making it seem effortless!"

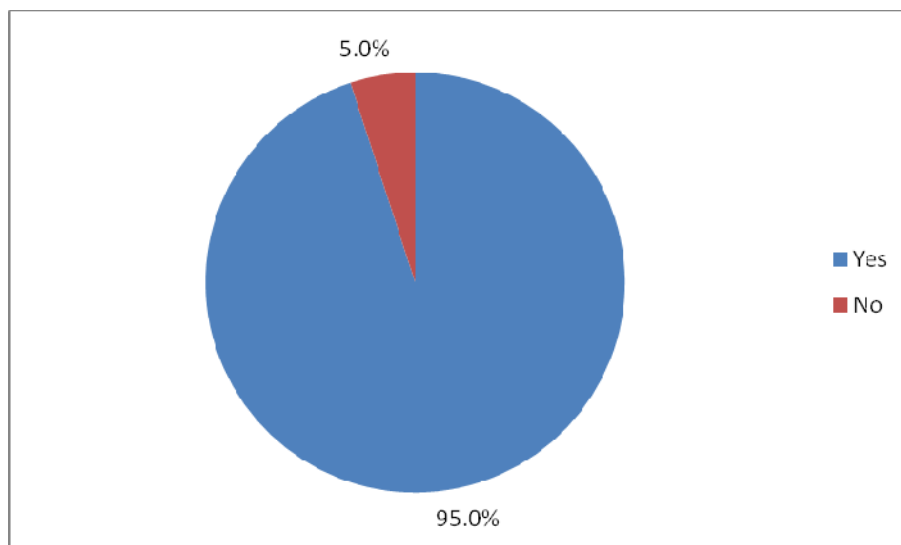
The majority of delegates considered the event to be very well organised and we received some very positive feedback.

17. How would you rate the drinks reception?



The majority of delegates rated the drinks reception as good or very good. Most found it a useful networking opportunity and thought the space used for this event was much better than the one used the year before.

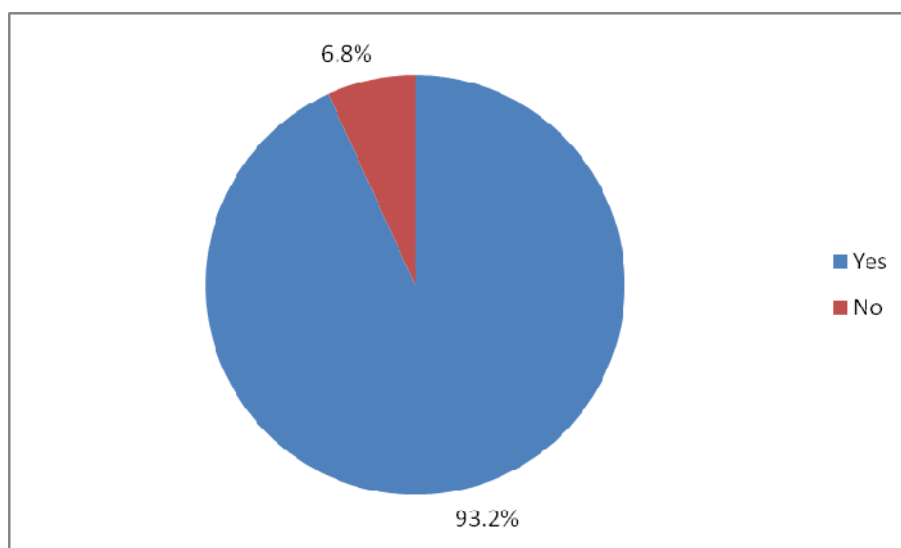
18. Was the information provided in the delegate packs satisfactory?



We are very pleased to find that 95% of delegates found the delegate packs satisfactory, which is a 2% increase on the previous event. We will continue to provide all the information on the ICO website prior to the event and send out an 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 would have liked more information on the films that were being shown in the BFI public programme. This information was available in the BFI brochure and on their website, however, if we have the same structure to the event next year we will provide information on these films.

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



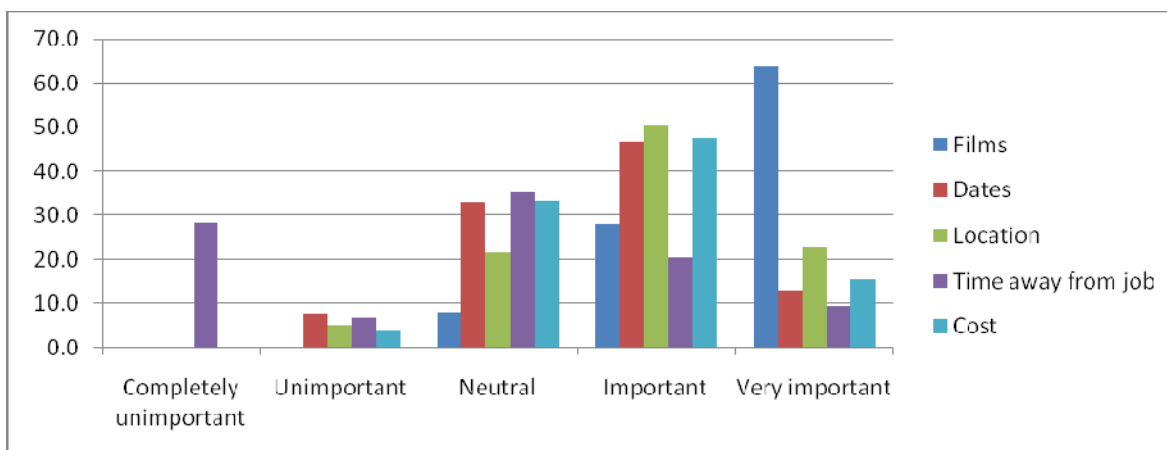
“Extremely good value for money, considering the mix of new releases and archive films. All films viewed will be considered for inclusion in our film society’s new programme.”

We are extremely pleased that 93.2% 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. We also publicise the dates of future events in advance so delegate can take opportunity of lower travel and accommodation costs.

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 location were rated the most important factors in delegates' decision to attend; closely followed by cost and date of the event. The time away from job averaged as the least important.

"The current pattern of one at BFI and one at a provincial location is OK"

"Location suits my journey and stay in London; easy transport and plenty of eating places etc."

Any other comments or suggestions?

"A really enjoyable event with lots of useful information and opportunity to talk with the distributors. I found Filmbank's presentation of their on-line booking service very helpful and it was good to chat to Andrew Youdell at the BFI."

"Keep 'em coming!"

"Thank you again ICO. Great job!"

"At least we now know what not to show!"

"Was great to meet Jez Lewis after the film (Shed Your Tears and Walk Away). Is it possible to have more film makers present?"

"Will definitely attend again - great event, very well organised, excellent choice of films. Thank you."

"It was a bit more difficult than usual to see all the films I wanted to this time which was a bit disappointing, but overall v. worthwhile."

Overall the feedback from the event was extremely positive and confirms that we are achieving our aims of providing a well organised event, with a broad programme of pre-release films, for organisations that do not have access to exhibitor screenings. We will continue to try and improve future events and will look into actioning 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 add space for more email addresses on the registration form
- 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
- To provide a dedicated space for breaks and for the drinks reception
- Advance notice of dates for future events

Suggestions to consider

- To investigate the possibility of online registration and payment