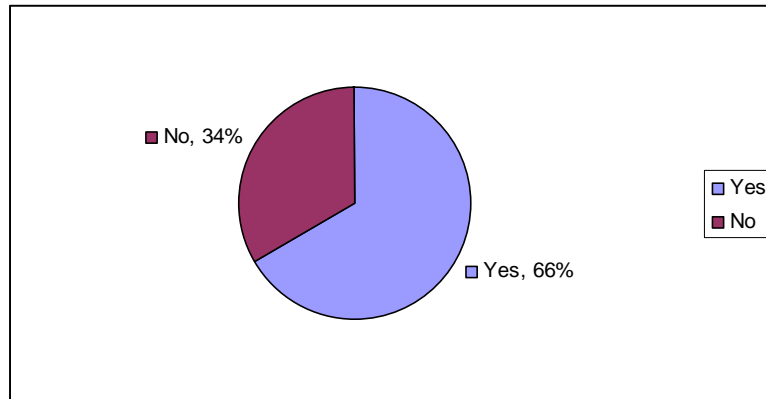




Evaluation Report

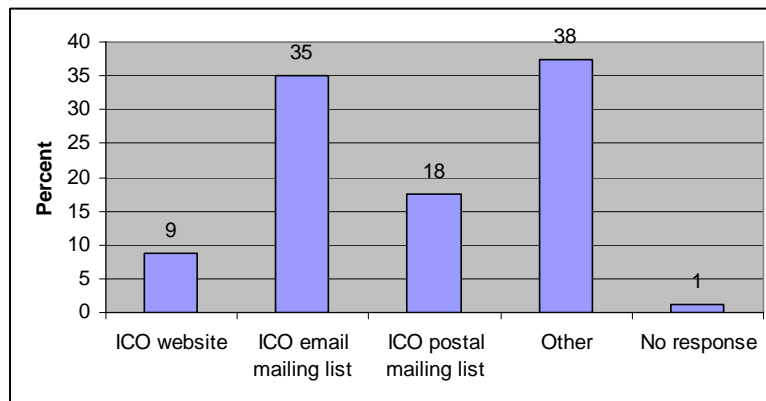
Out of the 266 people who attended the ICO Screening Days, 80 people (31%) filled out an evaluation form and returned it. The figures below represent the number of people who returned a form. Results are recorded as percentages and frequently made comments and suggestions have been quoted under the relevant questions. Included in this report are details of how the next event will respond to, and accommodate some of those suggestions and comments.

1. Have you attended the ICO Screening Days before?

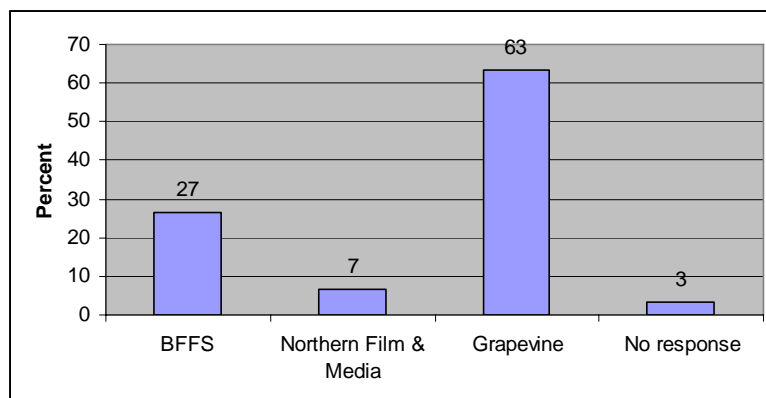


We were pleased to see that new organisations are attending the ICO Screening Days, and that a large proportion of delegates are returning to the event.

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



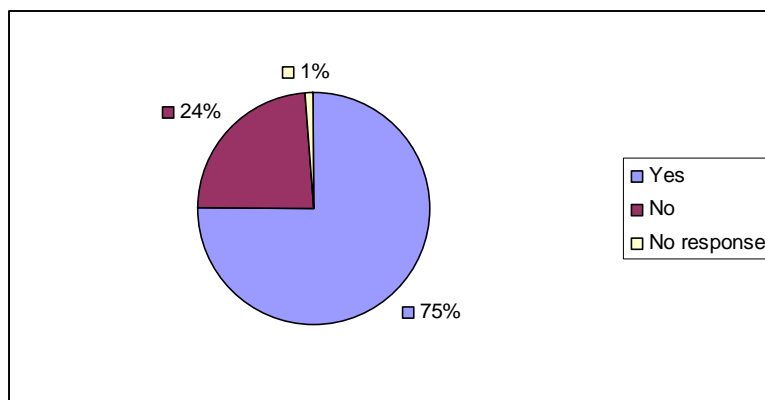
People that answered 'Other' found out about the ICO Screening Days from:



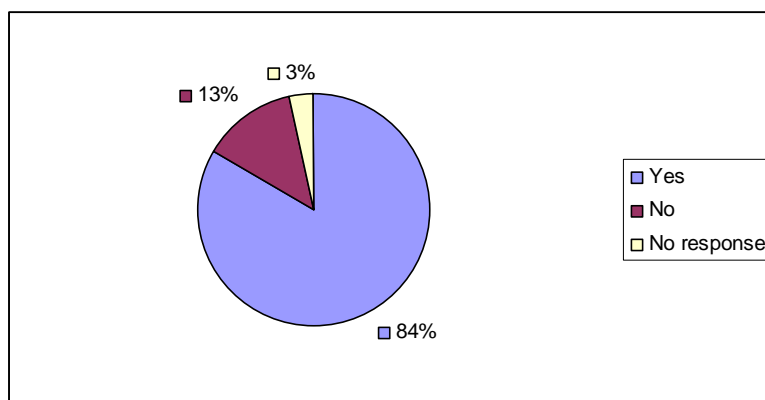
Feedback from previous events suggested our emails were reaching everyone so it is encouraging to see that a large proportion of delegates found out about Screening Days via the ICO emailing list this time. Although we will continue to post information we will endeavour to promote our email lists (with the website) as our main means of communication.

We plan to make information about the next Screening Days event available as soon as possible on the website to encourage more people to use our site as the “first point of call” with enquiries. Acknowledging the number of people who found out about the Screening Days via the BFFS and through Regional Screen Agencies, we will send press releases to these organisations for distribution to their interested parties. Having already secured a venue for the Autumn Screening Days, we will send a ‘save the date’ email to our database ensuring advance publicity from related organisations is possible.

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



If so, was this useful?



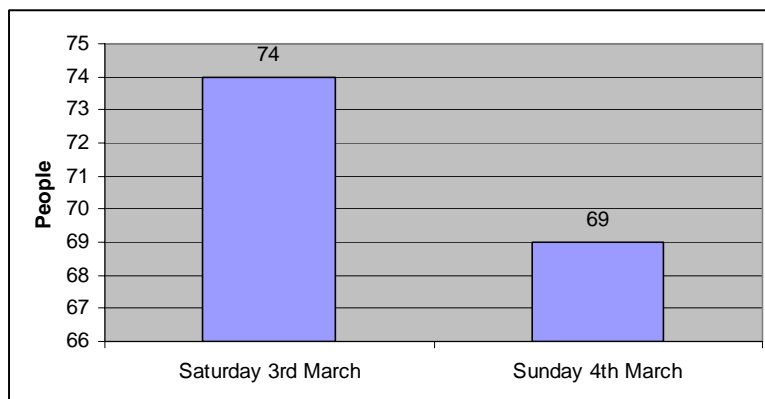
It is very encouraging to see that delegates are using the ICO website to find information about the Screening Days and that a large proportion of these find it useful.

Delegates that did not find the website useful frequently commented on the difficulty in finding further information on the individual films e.g. synopsises, links, images. Delegates were either unaware that this information was available on the website, or they felt this information was not made available early enough. It was suggested that a printable version of film information would be very useful. We will put together a downloadable PDF of the film information for the next Screening Days event in Nottingham and email this to registered delegates. Other delegates that did not find the website useful were those who were not conversant with the web or did not have access to the internet.

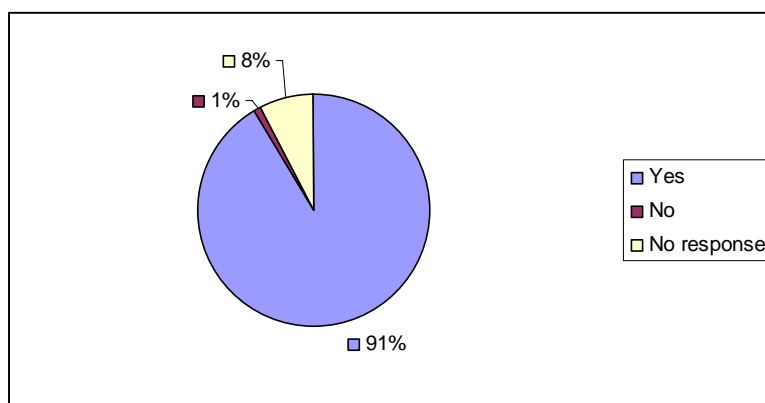
There were also some comments about receiving the schedule sooner. As previously explained, it is not possible to publish the schedule any further in advance. Films being shown are preview screenings, which means there is usually only one print in the country and these are in high demand for press and festival screenings. Films are not confirmed until two to three weeks before the event. Even when titles have been confirmed they can still be pulled because, for example, the distributor does not have the materials, because it has been delayed at a festival screening abroad, which happened this time with *Paris je t'aime*.

For the next Screening Days event in Nottingham we will endeavour to make information on the films available sooner and also email delegates with a printable version of this.

4. Which day(s) did you attend?



5. Was the booking procedure satisfactory?



We were pleased to see that the majority of delegates found the booking procedure satisfactory, and that the email confirmation system worked successfully. This is particularly encouraging when compared to feedback from previous events, where delegates expected to receive all materials in the post. Some delegates suggested that online booking would be useful. Unfortunately we are unable to process payments online at this stage.

6. What did you hope to gain from the Screening Days?

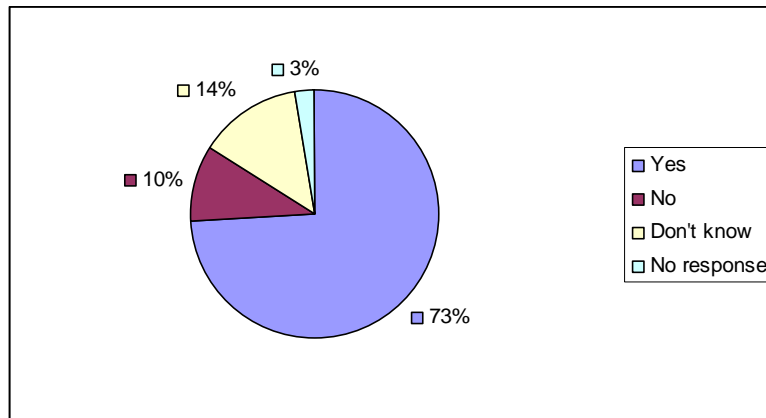
“Preview coming releases for possible inclusion in our film society's programmes for this year”

“More info on films - meet other societies - see good films - enjoy ourselves!”

“Inspiration, motivation, communication”

“Opportunity to see films for the forthcoming programme/informed discussion and opinion”

7. Did you successfully achieve this?



All the delegates that filled in an evaluation form cited programming as their motivation for attending Screening Days. The majority wanted to find films for their upcoming programmes and a few had more specific requirements such as wanting to see “foreign films” or to “soak up news and reviews”. Other frequently given reasons including networking, “learning from other people” and meeting distributors. We are pleased to see that the vast majority of delegates successfully achieved their aim.

8. What did you find particularly successful about the Screening Days?

“Friendly environment”

“Meeting with other film societies and finding new ideas for marketing and increasing attendance”

“The opportunity to meet others interested in film & renew acquaintances. And to see films projected expertly.”

“Compared with Spring 2006, clear that ICO have taken on board comments from previous screenings - less tight timetable, more advance information, better sense that ICO are 'part of the team'.”

“All the arrangements went very smoothly and NFT1 and NFT2 were very comfortable.”

“Good selection of films. Good to have tea/coffee on arrival after long journey”

9. What did you find less successful?

“1. Queues for coffee which meant we had to abandon one drink having paid! Please keep reception coffee desk going all day - we could pay! 2. Slightly more time between showings in AM & PM. Lunch break was OK however.”

“Clash of films with awards ceremony seems to hold film societies in contempt”

“Reaction slips - on what is one scoring? Well made film? I enjoyed it or not? Good for our society?”

“Hideously early starting time. Why on earth not start at ten and go on for an hour later at the far end of the day. Poor scheduling.”

“State of the NFT - unfinished/malfunctioning toilets...”

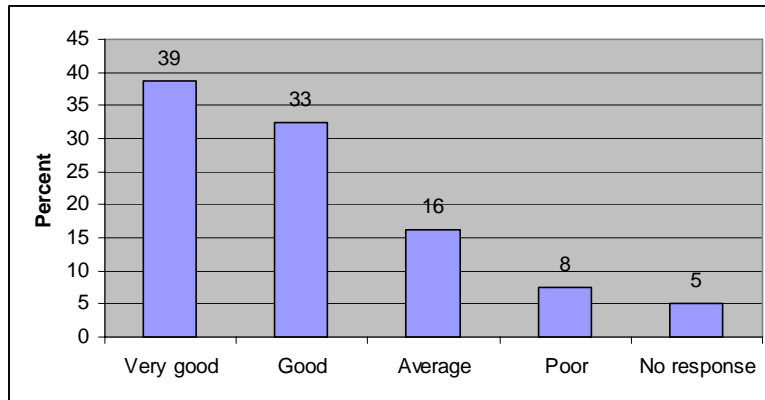
“Would like more repeated screenings and/or longer timescale - I couldn't get to everything I wanted!”

Responses to this question seem to fall into several categories: the facilities, the programme and the scheduling of the event. For analysis of the feedback on programming and scheduling see questions 10 and 11 below. Regarding the facilities, we had hoped the refurbishment of the BFI Southbank would be completed prior to our event. The venue not being ready effected the space we were able to hire and also the catering facilities we were able to use. Whilst we are aware this was inconvenient, we hope delegates understand these factors were out of our control. When choosing venues for Screening Days we do bear in mind the provision for a delegate's space, luggage storage and suitable catering facilities. We are confident the recently expanded Broadway in Nottingham will meet all these needs. Looking ahead to Spring 2008, we

expect to be able to hire the delegate's centre at the BFI Southbank. This will enable us to provide a private space for our event with separate catering to the public part of the venue.

10. How would you rate the following?

Programme of films:



72% of delegates rated the programme of films as either good or very good.

“Good selection - particularly interesting documentaries.”

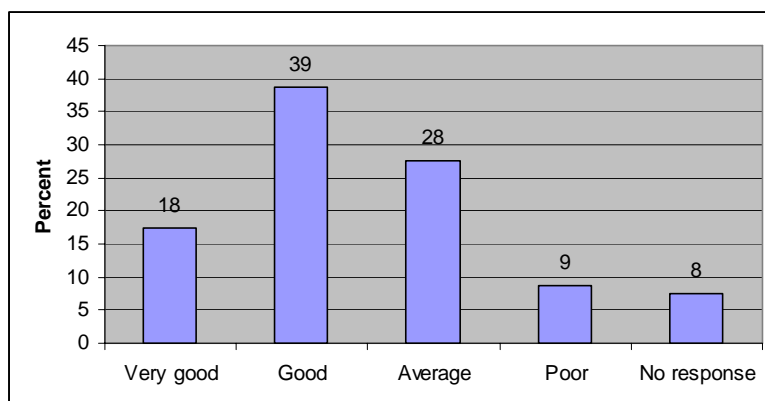
“Too many documentary-type films, most general societies (i.e. non student) not really interested.”

“Much less interesting for our society than at Bristol (we only show subtitled auteur cinema); not much of interest in the end.”

“Artists & Icons, Sketches of Frank Gehry - this doesn't seem to me what mainstream film society programming is about. After the Wedding, This is England - v good.”

Some general comments on the programme of films suggested that there were too many documentaries and that these should not have been scheduled opposite each other. Some delegates remarked on the quality of films shown, expressing that this had been better in previous years. There were some remarks on the number of foreign language films; some delegates remarking that there were too many, and some that there were not enough – These conflicting opinions indicate that there was a good range to the programme. There were also comments on some films being inappropriate for film societies. These however maybe more suitable to other attendees at the event e.g. cinemas, mixed art venues and film festivals.

Schedule:



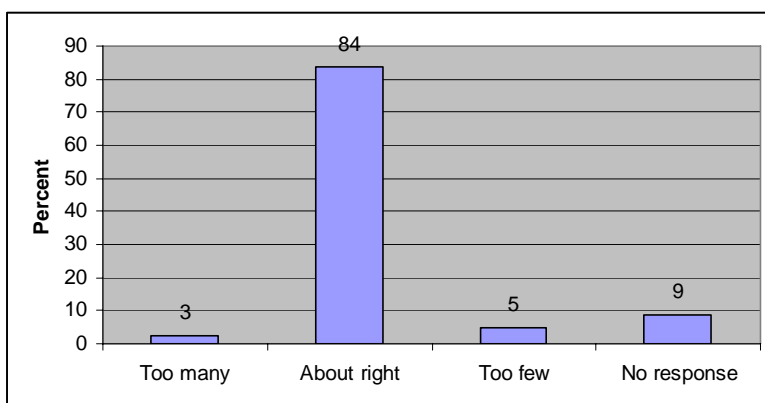
The majority of delegates found the schedule to be good to very good.

“Good range/amount of films. Would like more repeated screenings and/or longer timescale - I couldn't get to everything I wanted!”

Some delegates remarked on the tightness of the schedule and not being able to see all of the films they wanted to. This in part was due to the time restrictions we had to work with because of the delay in the opening of the BFI Southbank. Instead of being a three day event as originally planned the event had to be shortened to two days. There were also restrictions about using the BFI Southbank in the evening due to their regular film programme. This meant that films had to finish by 5.30 or 5.45pm again limiting the amount of time to schedule films. This in part was why films were scheduled at the same time as the BFFS Film Society of the Year Awards. This is also to accommodate delegates who were not members of the BFFS. Feedback from previous events suggested that the main motivation for delegates attending the Screening Days was to see a large number of films; we endeavoured to enable delegates to achieve this by programming as many films as possible, giving delegates the widest possible choice.

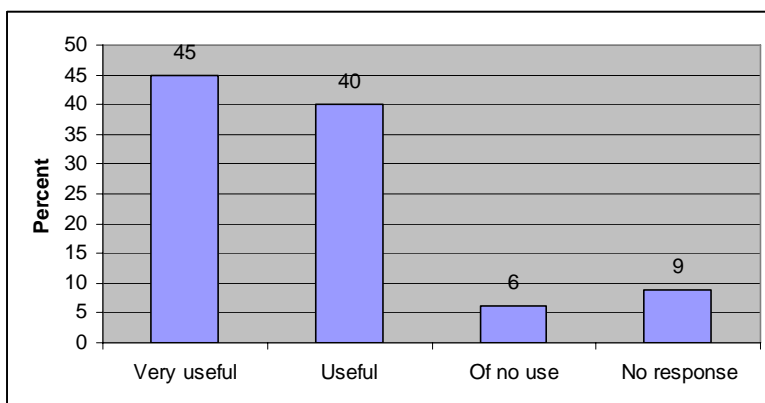
The next Screening Days event in Nottingham will be held over three days making more time available for films and for breaks in between screenings.

Number of Screenings:



It is encouraging to see that the majority of delegates thought the number of screenings were about right.

Reaction slip system:

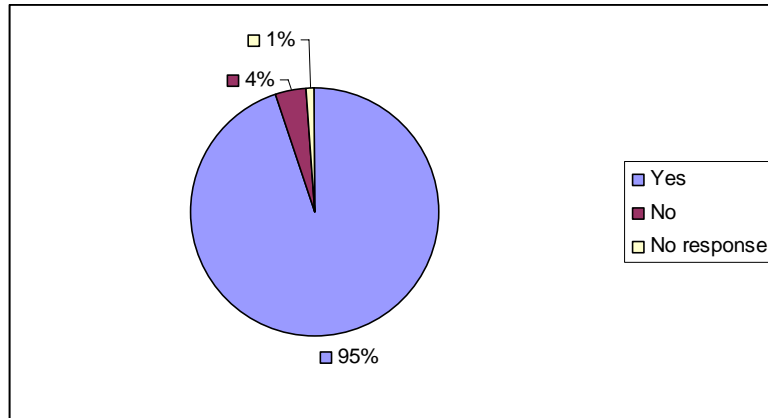


“The speed with which reactions are counted and displayed is really helpful.”

Most delegates found the reaction slip system to be useful or very useful. Some delegates commented on the speed of reactions being made available. Delegates also requested access to these after the event.

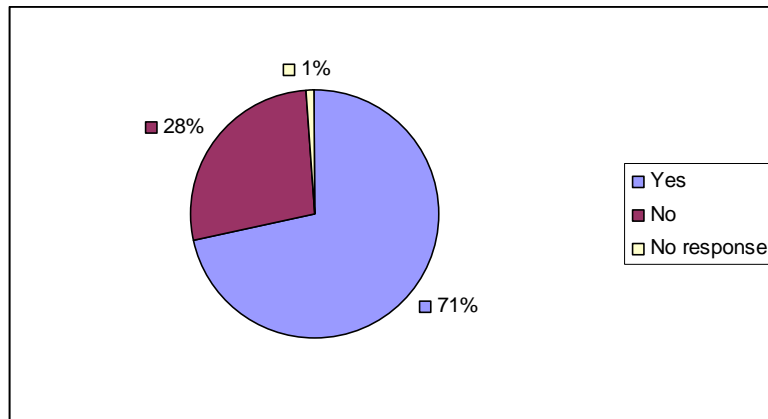
The audience reactions will be emailed to all delegates and made available to download from the ICO website.

11. Did you know about the drinks reception on Saturday evening?



It is very encouraging to see that most delegates were aware of the drinks reception. This in part was due to announcements at the beginning of screenings, which were implemented after feedback from previous events. We will continue to provide introductions to films at future events.

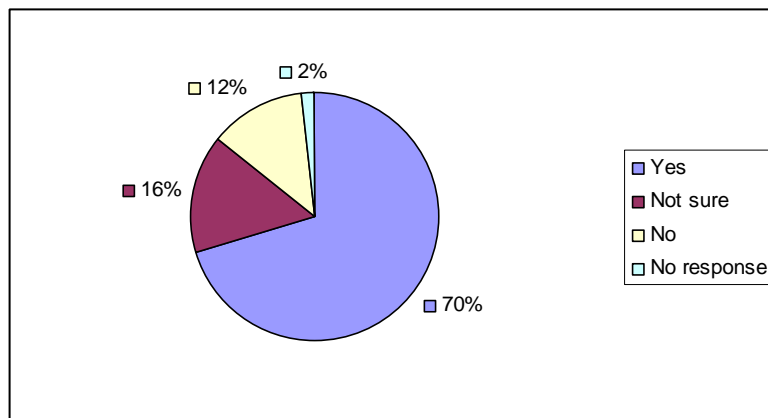
12. Did you attend the drinks reception on Saturday evening?



We were thrilled to see that so many delegates attended the drinks reception.

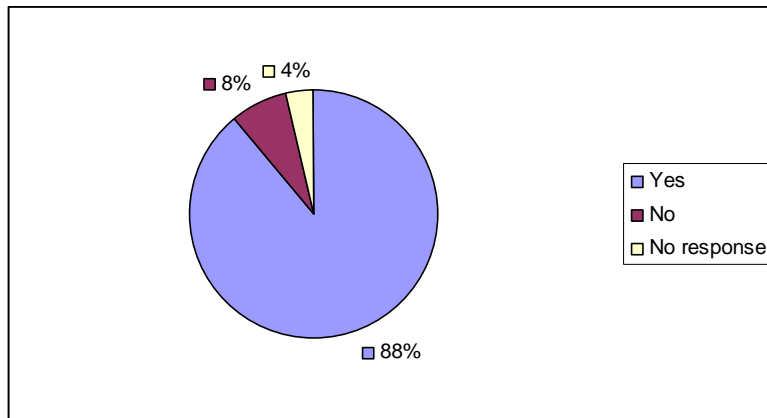
The majority of delegates who did not attend the drinks reception had prior engagements. Some needed to travel back home while others wanted to get something to eat. Some did not attend because they did not come on the Saturday.

13. If you did attend the drinks reception was it a useful activity for networking?



We are delighted that so many delegates found the drinks reception to be a useful networking activity, as networking is a central motivation for delegates attending the Screening Days.

14. Was the information in the delegate packs satisfactory?

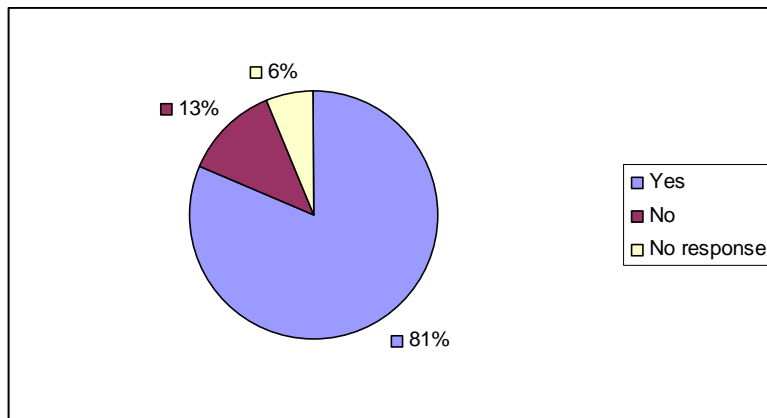


Information provided in the delegate packs proved to be very satisfactory.

Delegates who did not find the information useful would have preferred to receive the information in advance of the event. Due to the cost implications of mailing out delegate packs before the event this would not be possible. However, all of the information is available on the ICO website prior to the event or was sent out in the original mailout. It is clear that not all delegates were aware of this.

For future Screening Days events we will email a printable version of the films information and direct delegates to other information available on the website.

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



The large majority of delegates find the Screening Days value for money.

We plan to provide more information regarding the budget for the event so delegates are able to see the real costs involved.

16. Please list any additional activities that you think should be included in the next Screening Days

“Projection workshop or more information e.g. tour of projection booth at NFT1”

“Perhaps one major talk by a well-known independent film director.”

“Discussion groups - e.g. to talk about different cinemas' experiences re such things as core audience, box-office, the future of the indie cinema industry, etc. This would also help to encourage 'networking'.”

“Friday evening film”

“More films - all films newly available - information to aid booking - distributor representation for example - if only paper - but contact info helpful.”

“Better presence of ICO info (including people to answer queries) on dedicated stall.”

"Keep a slot for shorts. Filmbank's presence is always useful."

"Somehow people speak between themselves; the Societies do not mix during the drink party. There is not time for an activity. How about staying in a cinema room after a film to discuss/debate the film with an animator."

It is really helpful to receive suggestions for additional activities. We received lots of requests for more time for discussion, relating to specific films and also on wider industry concerns. Having discussion time directly after screenings would have an impact on the schedule as we have limited time in the cinemas, however we will consider providing a space for discussion in the evening when we are unable to screen films. Several suggestions were made for services we already provide such as a dedicated ICO stall and distributors' contacts.

17. Are there any other services from the ICO which you would find useful, which are not currently provided

"What do the ICO provide currently? Don't actually know what you do beyond this weekend."

"Tell us what you do - a brochure?"

"You seem to cover most bases very well."

"Now that the first wave of digital screens are being installed it would be very useful if the ICO could organise a forum (not necessary a physical conference) on the whole debate/future. i.e. what the smaller distributors think & what the future of exhibition will be for the majority of smaller independents who didn't benefit from the grants etc. a couple of years ago."

"An easily accessible way to identify where DVD releases can be hired from to film societies rather than contacting all distributors in turn to locate a film."

Within the delegates' booklet, there is a section called 'Introducing the ICO' detailing our other activities and describing the services we offer. We will look at displaying this information more prominently at the next event. We are currently organising a national exhibitor's forum that will cover the issues suggested for discussion. More information will be available from our website soon.

18. Any other comments or suggestions?

"Much better organised than last year. Thank you for listening to our comments. Very good weekend."

"Loved it and good value."

"Keep up the good work! Much appreciated."

"I found the staff of ICO particularly helpful this year."

"Very good event and also positive feedback from other members who attended the Sunday sessions. Your info on distributor contacts is very helpful and we are sure to include a number of titles viewed in our next and future programmes."