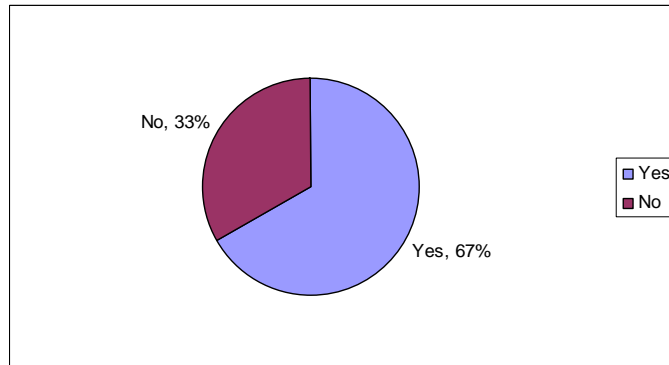


Evaluation Report

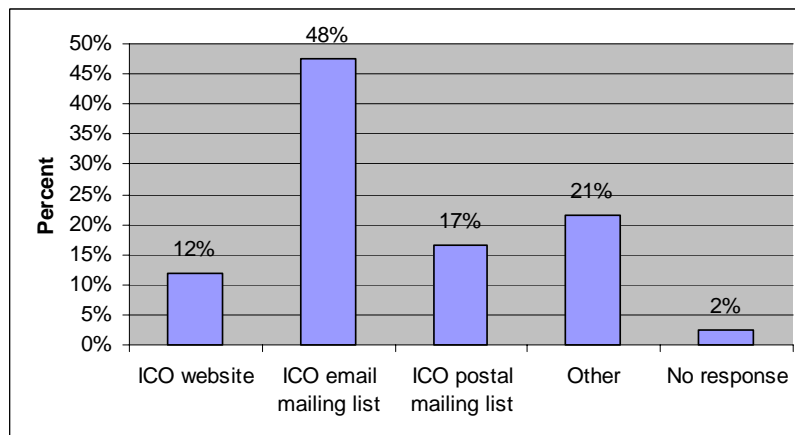
Out of the 105 people who attended the ICO Screening Days, 39 people (37%) completed an evaluation form and returned it. The figures below represent the number of people who returned a form. Results are recorded as percentages and frequently made comments and suggestions have been quoted under the relevant 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?

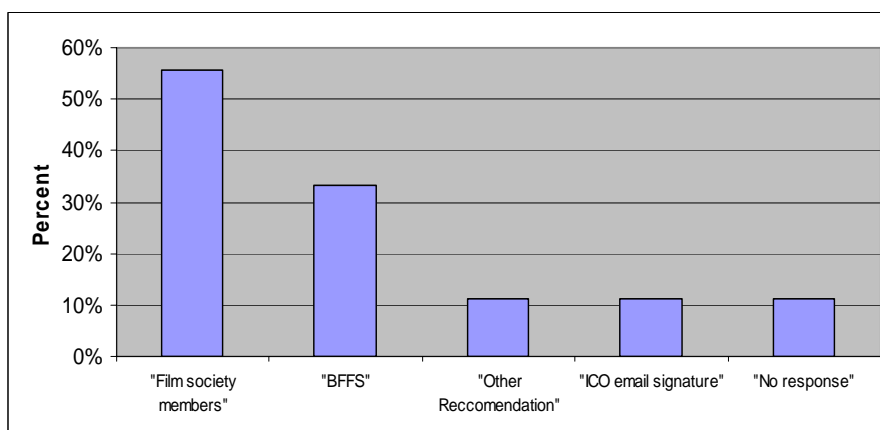


A similar proportion of people have returned to the event as in March and we are delighted that we continue to attract new delegates.

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



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



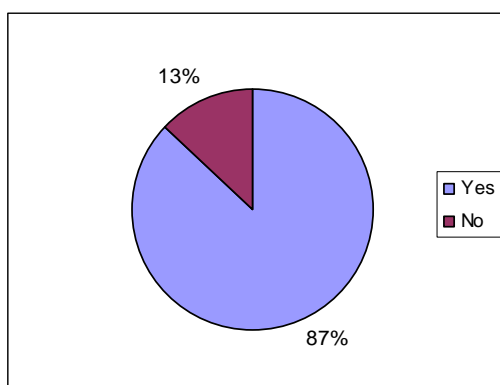
The proportion of people who are being notified by email continues to grow and it is encouraging that use of our website to find out about screening Days is increasing as well.

It is also pleasing that word of mouth recommendations are contributing to attendance at Screening Days

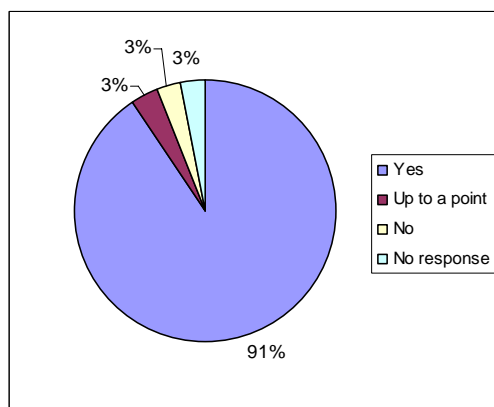
We will continue to make information about the next Screening Days event available as soon as possible on the website to encourage more people to use our website as the “first point of call” with enquiries.

Acknowledging the number of people who found out about the Screening Days via the BFFS we will continue to send press releases to them for distribution to their interested parties. We will send a ‘save the date’ email to our database ensuring advance publicity from related organisations is possible for our next Screening Days in spring 2008.

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



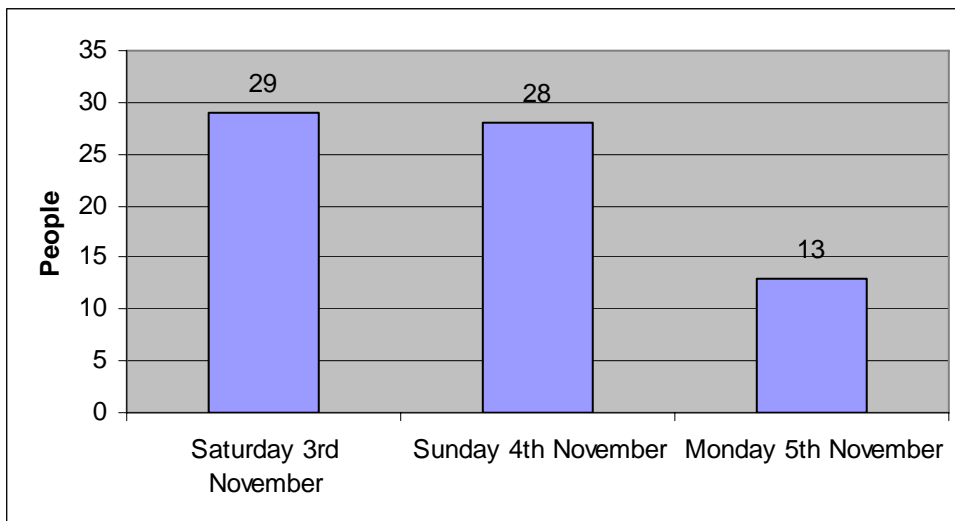
If so, was this useful?



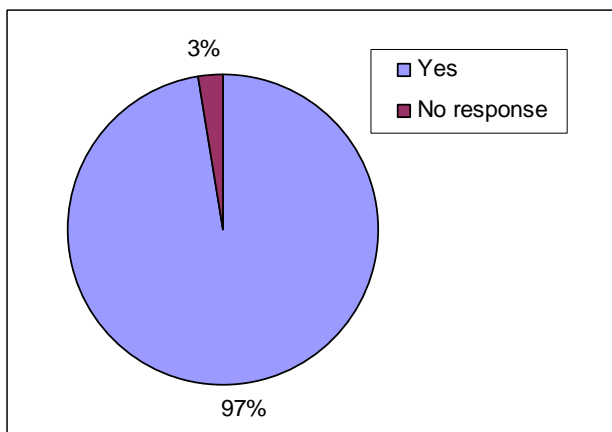
We are really pleased with the high proportion of delegates using the ICO website to find information about the Screening Days, and that a large proportion finds the information useful. The number of delegates using the website has increased by 12% from the spring Screening Days and the number of delegates who find the information useful has increased by 7%.

It is even more encouraging that in comparison with feedback from previous Screening Days, delegates seem to be able to find and access the relevant material on the website. Reasons given for delegates not finding the website useful, were that there was too much information to download on a slow dial up connection and the map to the Broadway was not clear enough.

4. Which day(s) did you attend?



5. Was the booking procedure satisfactory?



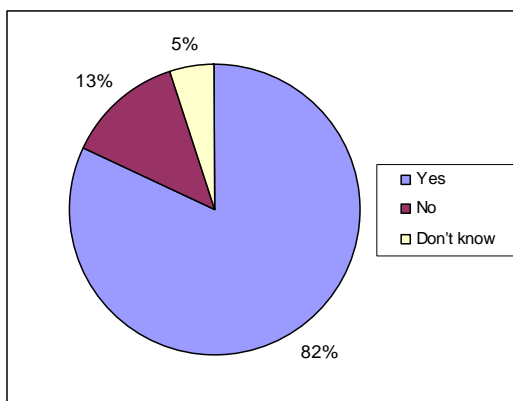
We were pleased to see that the vast majority of delegates found the booking procedure satisfactory.

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

“To view forthcoming releases, visiting new venue, meeting other people and organisations.”

“To see some non-mainstream/difficult to access films & high quality shorts”

7. Did you successfully achieve this?



Programming is the main motivation for people attending Screening Days expressed by one delegate as “films to see, films to avoid”. The majority wanted to find films for their upcoming programmes and some specified that it was important to get an “opportunity to see films unlikely to have wide circulation”. Another

stated aim was "a chance to meet other organisations".

Those who felt that this didn't meet their aim stated that the shorts programming was disappointing, and some stated that documentaries and shorts are not relevant to their programming. However other delegates commented that they were pleased that there was a shorts programme and praised the inclusion of documentaries in the programme.

Comments regarding the programme content are discussed in greater detail in question 10.

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

"seeing films that could be shown as part of next year's film society programme that I might not otherwise see"

"Nottingham was a good venue - comfortable so made viewing easier"

"4 screens allowed more choice, able to fit in more films this time too"

"The range of films shown, staggered start times"

"The venue was superb - central easy to reach, staff exceptional"

"Find it difficult to see films before they open so this is the main success of screening days for me"

"It was also useful to meet Lesley from Carlton Advertising"

"plenty of choice, staggered timings, 3 of us came and were able to see a mixture of films between us"

"Delegate pack and general availability of information"

9. What did you find less successful?

"Café bar - 30 mins wait for soup. Delegate area could have been more central"

"A few films already on release included in the schedule - Paris Je T'aime, Sicko etc. Would be nicer to have these replaced by films not released yet (although I know it's harder to source these films)"

"Film selection too concentrated on films already programmed for the independent circuit over the next few months with not enough titles released in the summer and already available on DVD or to be released soon."

"Too many choices and clashes BUT accept can only fit in a certain amount"

"The timetable which seemed to assume one stayed with one particular screen. If one swapped around (as I always have in the past), things got difficult because lunch came anytime between 12noon and 12:58. My colleague and I had two to two and a half hours to fill because we chose Yella and Naissance de Pieuvres in the morning and Elizabeth or Eastern Promises PM. Admittedly this was in part because we wanted neither Romanian orphans nor brain damage and subject matter is a consideration - but either would have allowed only half an hour for lunch, which we had decided to have in a pub about a quarter of a mile away"

Responses to this question seem to fall into several categories: the facilities, the programme and the scheduling of the event. Comments relating to the facilities centred on difficulty in finding the venue, waiting time at the café bar and the position of the delegate room. On the ICO website and in the information sent to delegates we supplied directions, two maps and links to other useful websites. For future events we will try and ensure this information is as clear and comprehensive as possible. Waiting times at the café bar at the Broadway tend to be quite long due to busy periods at the weekends, this is why we organised for the café bar to provide an optional hot buffet lunch in a separate dining area for delegates. The position of the delegate space (on the top floor) in the Broadway was not ideal however this was the only space available. Although the delegate space and location were not perfect we thought there were many other important factors that made the Broadway a good venue for Screening Days, i.e. the number of screens, the recently refurbished bar areas, the friendly staff. As the support organisation for independent cinema we also think it is extremely important to support regional independent cinemas. We hope the newly developed delegate centre at the BFI Southbank will improve this situation for the spring 2008 Screening Days.

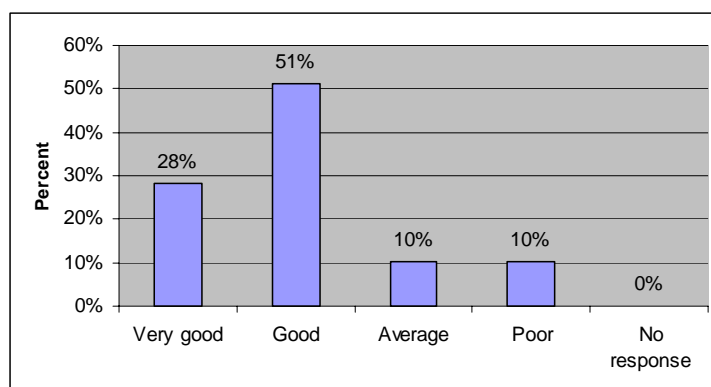
In terms of comments regarding the programme of films (this will be elaborated on in question 10), some

delegates thought that there were too many films shown that were already on release. Other delegates felt that there were not enough titles shown that had already been released and would soon be available or are available on DVD. Delegates obviously have different agendas when attending Screening Days and we try to find a balance between the number of pre-release titles and titles that have already been released to accommodate everyone.

Some delegates found the scheduling of films less successful, delegates commented on not having enough time to see all of the films they wanted to, others commented on the tight breaks and the overlap of films. Feedback from previous events suggested that the main motivation for delegates attending the Screening Days was to see a large number of films, so when scheduling films for Screening Days we try to fit in as many films as possible to give delegates the widest possible choice. This does lead to tight break times and delegates not being able to see every film. However, we feel that 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 do also try to repeat titles so delegates have more than one opportunity to see a film. Trying to schedule tea and lunch breaks at the same time is very difficult because of the different lengths of films and restrictions of which film formats can play in each cinema screens. To enable delegates to have the same tea and lunch breaks would limit the number of films in the programme.

10. How would you rate the following?

Programme of films:



"A few films already on release included in the schedule - Paris Je T'aime, Sicko etc. Would be nicer to have these replaced by films not released yet (although I know it's harder to source these films)"

"The programme was not really aimed at film societies who have not had opportunity to see titles such as Golden Door, Moliere, 2 Days In Paris, A mighty Heart - a couple of these would have given a better balance"

"On the whole I saw less films I rated highly than previous screening days but that may be simply a reflection of what is available."

"Good to have programme of shorts"

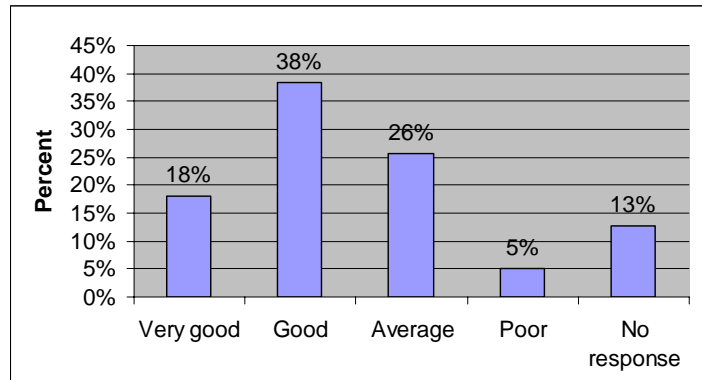
"Quality of the shorts both 1 and 2 was bad"

"Very well organised"

We were pleased to see that 79% of delegates rated the programme as good or very good. We received some general comments regarding the quality of the films and that delegates thought the selection at previous Screening Days had been better. However, most delegates concluded that this was a reflection on the product that was available.

There were also remarks on the number titles in the programme that were on general release; there was an even balance of delegates remarking that there were too many, and those that thought there were not enough – This indicates that the range of the programme was about right.

Schedule:



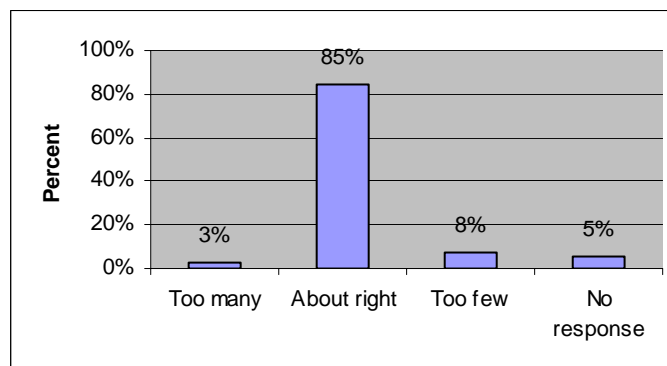
“Would like the showings to carry on into the evening (after the drinks)”

“Sometimes the schedule was a bit tight, some very good films overlapped”

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

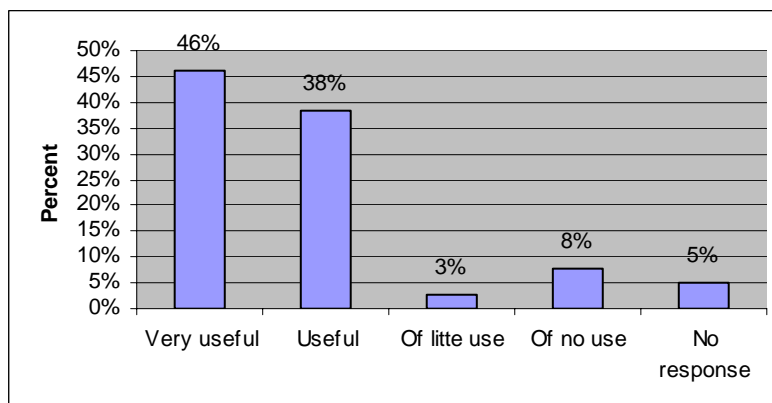
As mentioned in question 9, delegates remarked on the tightness of the schedule and not being able to see all of the films they would have liked. Some delegates commented on screenings not continuing into the evening. Weekend evenings are seen as the premium time slot for distributors on a film opening that week as such no cinema can afford to take out evening shows for a private event. Indeed it is quite rare to get matinees slots on the weekend as all of these have to be cleared individually with each distributor. This is one of the prohibiting factors when considering venues in which to hold the event as normally the cinema and distributor would want substantial compensation for loss of revenue.

Number of Screenings:



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

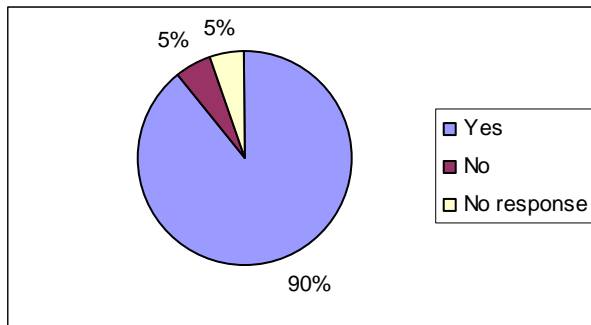
Reaction slip system:



The majority of delegates found the reaction slip system to be useful or very useful.

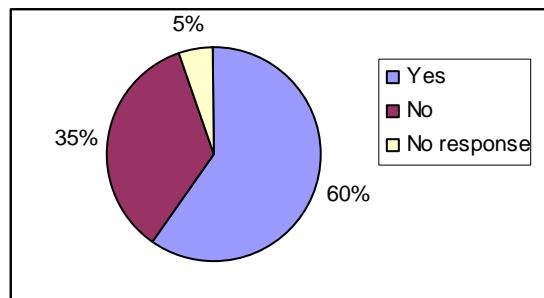
The audience reactions will be emailed to all delegates and made available to download from the ICO website.

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.

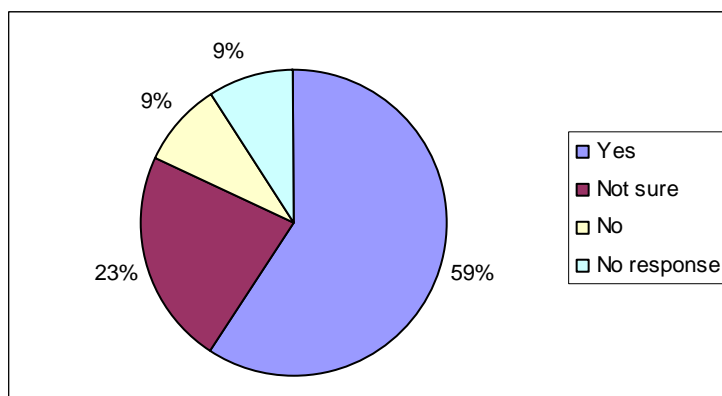
12. Did you attend the drinks reception on Saturday evening?



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

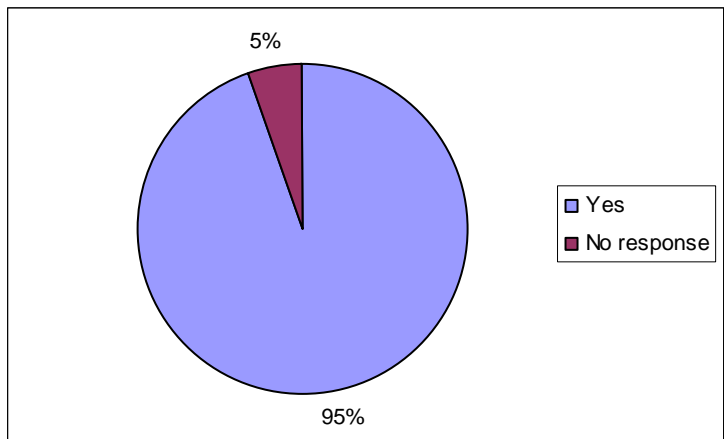
The majority of delegates who did not attend the drinks reception had prior engagements. Some needed to travel back home, others had work commitments or had arranged other plans. Some did not attend because they did not come on the Saturday.

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



Most of the delegates found the drinks reception useful for networking. Reasons cited for the drinks reception not meeting peoples needs included that the room was difficult to navigate. It was also suggested that next year there is a wall of photos identifying delegates to make it easier to approach people, which is a suggestion we are looking into.

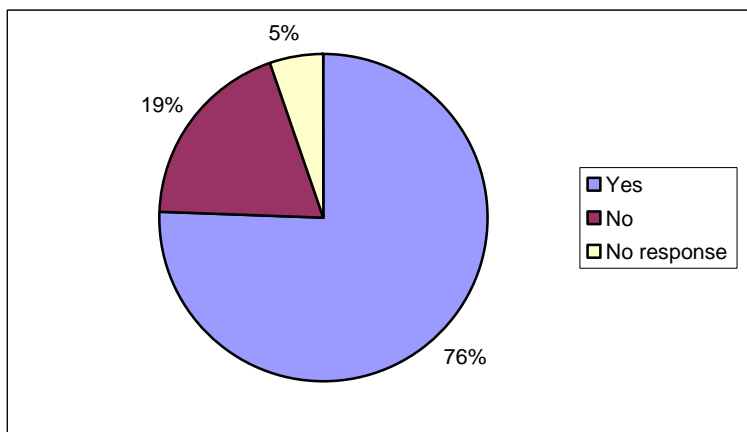
14. Was the information in the delegate packs satisfactory?



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

We will continue to provide all of the information on the ICO website prior to the event where it is not sent out in the original mailout.

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



The vast majority of delegates find the Screening Days value for money. However it was commented on that the event was rendered more costly by the additional expense of travel and accommodation.

It was always the ICO's aim to mitigate this by having the event rotate to venues in different regions so that delegates are not consistently travelling to far off venues.

Some delegates were less satisfied with the value of the event in terms of the programme content and schedule and the number of films they expected to see. Where delegates mentioned that more than one person came from their society they seemed pleased that between them they saw more of the programme, so clearly this is something which can affect those who are the sole person who attends the event from their organisation.

The programme is guided by which films are available to us from the distribution sector so some Screening Days events have a better selection of films than others, however we do strive to provide a wide and varied range of films, that we hope appeal to a broad audience.

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

“at the beginning of the drinks reception it may have been good to identify the ICO staff and what you do.”

“Up to date contact [list?] with film distributors”

“Lectures/workshops? Although this would mean they were not strictly screening days”

"Films introduced by filmmakers"

"Extend to early evening eg. Screening after drinks reception sat evening"

"Drinks reception on Sunday"

The suggestions about additional activities are always very useful. Regarding activities such as industry workshops and introductions, the addition of these sessions would be to the detriment of having a number of films in the programme which is a fundamental function of Screening Days.

We endeavour to keep the distributor contact list on our website up to date and we also invite distributors to Screening Days to introduce films and network with delegates.

We will introduce ourselves at the beginning of the drinks reception at future events to identify ourselves to those who are new to the event, in addition to manning our designated stall.

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

"An exhibitors mentoring scheme? Also something that further networks independent cinema activity in the UK."

"Help with Q+A and promotional material"

"Link up with CICA"

"Keep up to date on shorts and archive film"

"If possible accurate release dates for DVD"

18. Any other comments or suggestions?

"A very enjoyable and worthwhile weekend"

"Having the room facilities + BFFS on the remote top floor with no seating, just a corridor, was not conducive to visiting them. I felt more critical of this session than in the past but hope I have expressed these criticisms constructively. The ICO staff are all very professional, knowledgeable and friendly - please keep up the good work. Above all the particular combination of films this time round was disappointing to me. Others may feel differently."

"I enjoy the screening days - they are valuable to discuss with like minded associations and to meet equally passionate people about film. Sometimes the only place to see real arthouse cinema"

"I found the reaction slip system useful to judge my own responses to a film immediately after viewing"

"Drinks reception - too busy, hard to move around."

"Keep doing them they are a really efficient way to view films"

"Loved the Broadway facilities and cinemas and staff very friendly."