



Events Survey 2021

Dear Member,

We would really value your opinions please.

The Events team of the Gauge O Guild would like to know what you think of the content we include in face to face and virtual shows, and hear your thoughts, ideas and suggestions on how we might improve this still further in the future. We would also like your thoughts on how to attract new audiences. Hopefully, Guildex 2021 will be able to go ahead in the new venue of Bingley Hall on Stafford County Showground and we have had some suggestions for new content.

In 2022, hopefully Kettering and Doncaster will re-start. We have also been asked to continue with at least one virtual show a year for those who are overseas or who cannot come to a live event and the monthly evening modelling sessions by Zoom have proved very popular. So, now is the perfect time to ask what you like most and please let us know if there is anything we can do differently.

The attached questionnaire includes just seven questions in total and covers face to face shows, virtual shows and 'An Evening With' Sessions

You are asked to rank what is included at these events on a scale of 1 – 4

Very important	Important	Less important	Not important
4	3	2	1

This survey can be completed on line via the following link or the QR code below.

<https://www.gaugeoguild.com/onlinesurvey>

Alternatively, please return the form to:

Gauge O Guild Events Survey 2021, c/o Artytype, 6 Kings Buildings, Hill Street, Lydney, Gloucestershire, GL15 5HE

The closing date for responses is 30th June 2021

We hope you will take the time to tell us what you want from your Guild Events

If you would like to discuss your responses please add your name and membership number. Your details will only be used to contact you about this survey, they are not shared with anyone else and you can choose to remain anonymous.

We look forward to hearing from you

Jackie Kneeshaw
Chairman of Events



Gauge O Guild Events Survey 2021

Question 1: General Information

A. Which Guild face-to-face events have you attended?
If attended - in which year did you last attend?

	Tick	Year last attended
Spring Show in Kettering	<input type="checkbox"/>	<input type="text"/>
Summer show in Doncaster	<input type="checkbox"/>	<input type="text"/>
Guildex	<input type="checkbox"/>	<input type="text"/>

If you have **not** attended any of these shows – please tell us why you chose not to or were unable to attend?

B. Have you attended any of the Guild virtual events?

	Tick
October 2020 virtual show	<input type="checkbox"/>
December 2020 trade show	<input type="checkbox"/>
March 2021 virtual show	<input type="checkbox"/>

If you have **not** attended any of these shows – please tell us why you chose not to or were unable to attend?

Question 2: Face-to-face events – existing content

Please rank the importance of including the following at each event.

Please use the scale of 1 - 4 where: **4** (very important); **3** (important); **2** (less important) **1** (not important)

You can give the same score to more than one item of content and please rate all items.

Content	Importance				Importance		
	Spring	Summer	Guildex		Spring	Summer	Guildex
Layouts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Technical Team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Publications Team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relevant society stands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Guild Sales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Demonstrations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Modelling Competition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loco & DCC Clinic (Advice Team)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Bring your own lunch area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Test track (No Live Steam)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Test Track with Live Steam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Information Point	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guild Membership Desk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Left Luggage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bring & Buy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Geographical location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please use this space for any comments about existing content at face to face events:

Question 3: New ideas for face-to-face events (suggested by members)

Please rank the importance of including the following new ideas at events (space permitting).

Please use the scale of 1 - 4 where: **4** (very important); **3** (important); **2** (less important) **1** (not important)

You can give the same score to more than one item of content and please rate all items.

Content	Importance	Content	Importance
Seminars. <i>Speaker gives a talk about a modelling topic</i>	<input type="checkbox"/>	Special interest area for Scale 7 modelling	<input type="checkbox"/>
Hands on workshops. <i>Members learn a modelling technique</i>	<input type="checkbox"/>	Special interest area for coarse scale modelling	<input type="checkbox"/>
Poster/ Photographic displays of modelling completed by members	<input type="checkbox"/>	Special interest area for tin plate	<input type="checkbox"/>
Poster display of new products which traders have in manufacture or newly available	<input type="checkbox"/>	Special interest area for live steam	<input type="checkbox"/>
Recording of live event so that highlights can be broadcast after a show	<input type="checkbox"/>	Special interest area for modern image	<input type="checkbox"/>
Selective Live streaming from events so that members who cannot attend can still see some key activities live <i>e.g. new product launch</i>	<input type="checkbox"/>	Special interest area for 'off the shelf' modelling	<input type="checkbox"/>
Special interest area for 7mmNG modelling	<input type="checkbox"/>	Some Gauge 1 stands	<input type="checkbox"/>
		Some model engineering traders	<input type="checkbox"/>
		Meeting point	<input type="checkbox"/>
		Guild Website Rep	<input type="checkbox"/>
		Meet your Con Rep area	<input type="checkbox"/>

Please share any comments about the ideas listed above and share any other ideas you have for inclusion at Guild Shows.

Question 4: Virtual shows

Please rank the importance of including the following at virtual events

Please use the scale of 1 - 4 where: **4** (very important); **3** (important); **2** (less important) **1** (not important)

You can give the same score to more than one item of content and please rate all items.

Content	Importance	Content	Importance
Layouts – via pre-recorded video	<input type="checkbox"/>	Society features	<input type="checkbox"/>
Layouts – live running	<input type="checkbox"/>	Modelling technique videos	<input type="checkbox"/>
Traders advertisements / offers and new products	<input type="checkbox"/>	Technical Team Q & A sessions	<input type="checkbox"/>
Trader Q & A sessions	<input type="checkbox"/>	Modelling competition by photograph	<input type="checkbox"/>
New product launches	<input type="checkbox"/>	Simple gallery of models	<input type="checkbox"/>
Demonstrations by video	<input type="checkbox"/>	Guild Membership area to encourage new members <i>e.g. What does membership offer video</i>	<input type="checkbox"/>
Live demonstrations	<input type="checkbox"/>	Guild publications area to meet the editor and discuss articles for publication	<input type="checkbox"/>

Continued overleaf

Question 4: Virtual shows (continued)

Content	Importance	Content	Importance
Guild merchandise shop – books/ clothing etc	<input type="checkbox"/>	Demo of the Guild wiki to encourage new members	<input type="checkbox"/>
Demo of the Guild YouTube Channel to encourage new subscribers	<input type="checkbox"/>	How important is it for virtual events to continue after face to face shows resume?	<input type="checkbox"/>

Please share your comments about or ideas for future virtual shows.

Question 5: 'An evening with' Zoom sessions

A Have you attended any of the 'An evening with' sessions? YES NO

If you answered *No* to the above question – please tell us why you have chosen not to (or been unable to) join any of the Zoom sessions so far.

B Would you like the 'An evening with sessions' to continue? YES NO

Please share any comments about or ideas for 'An evening with' sessions?

Question 6: A new audience for Guild events

How would you suggest the Guild attracts new audiences to our events and who might they be?

Question 7: Your general comments on Gauge O Guild events

Please share any other general comments about Gauge O Guild events?

Optional:

Please leave your name and contact details if you would like to discuss your responses further.

Name: Membership No:

Contact details: