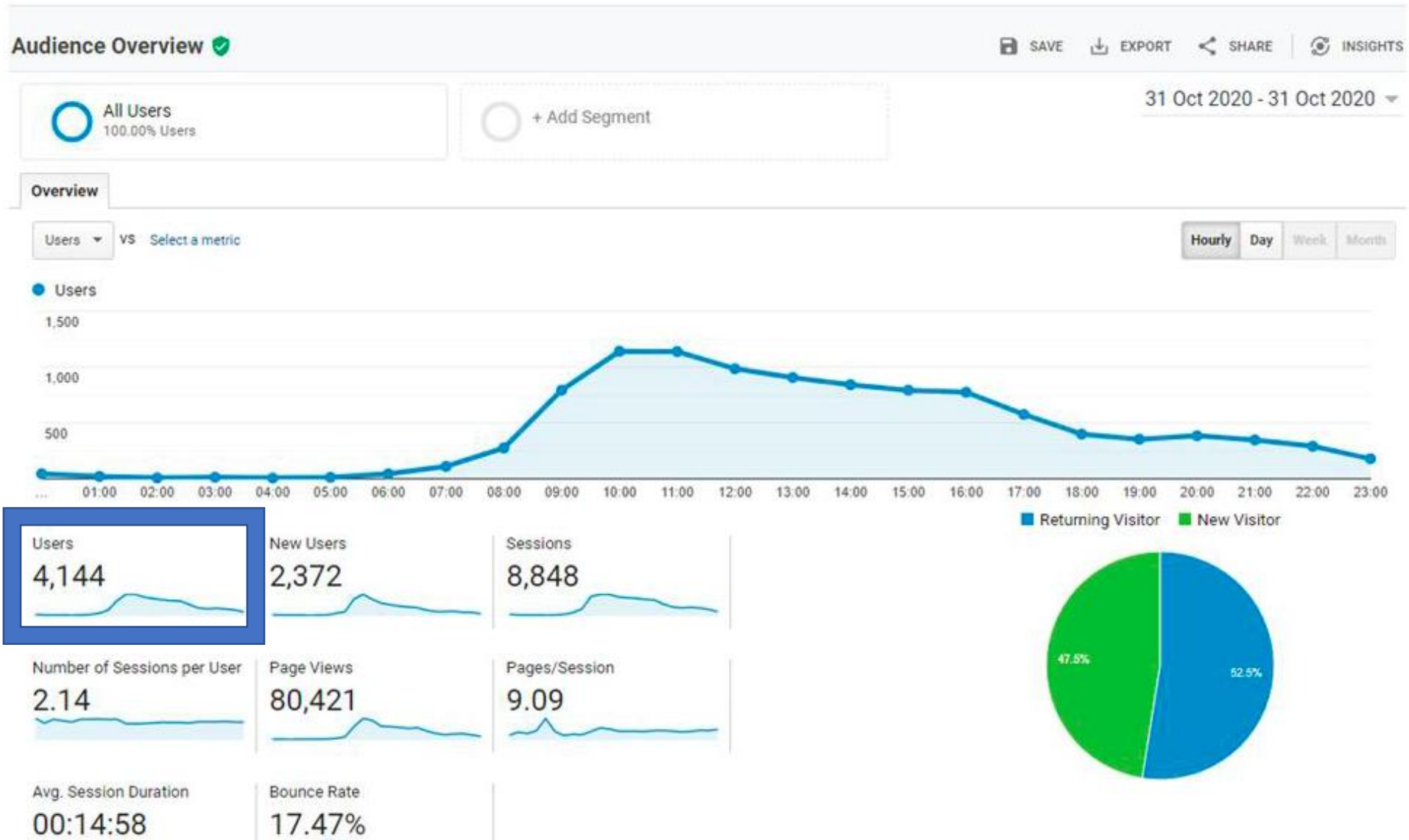


# The Gauge O Guild Virtual Show

A few statistics for you

*Jackie Kneeshaw*

# Visitors



# Visits on the Day

<b>Main Hall</b>	5,682
<b>Layouts Area</b>	3,347
<b>President's Welcome</b>	3,349
<b>New Products</b>	2,330
<b>Demonstrations</b>	1,567
<b>Special Offers</b>	1,557
<b>Traders 1</b>	1,333
<b>Modelling workshops with the Technical Committee</b>	1,085
<b>Competition</b>	913
<b>Timetable</b>	418
<b>Traders 2</b>	673
<b>Traders 3</b>	632
<b>Traders 4</b>	593

# Visitors to the Show

- Unique users who visited the website that day was:  
4,144

## However.....

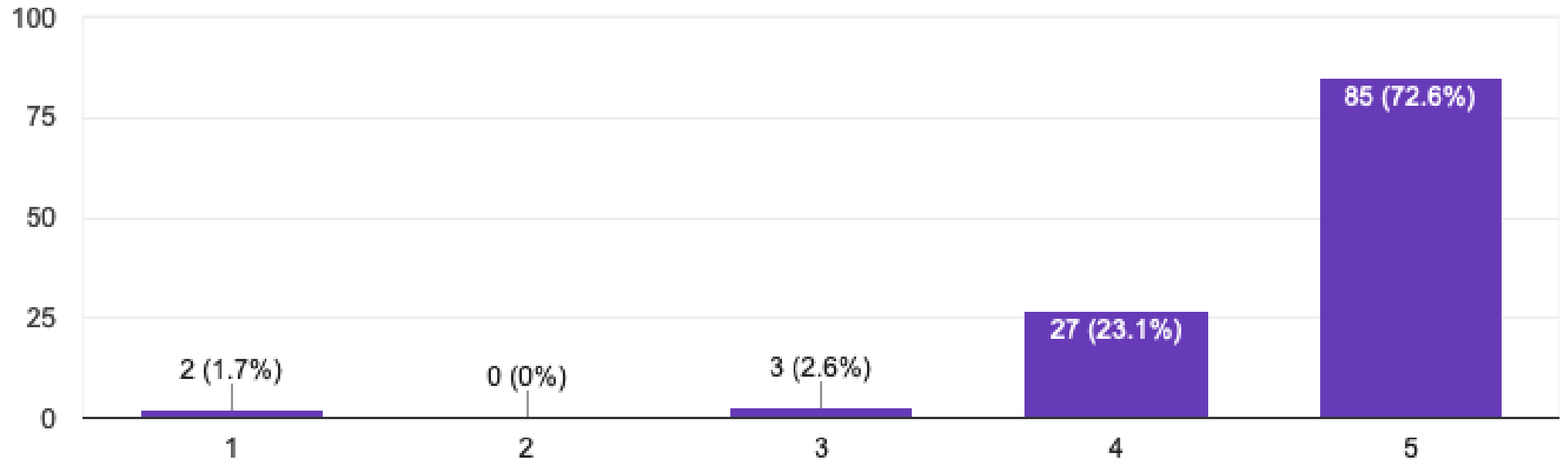
- Some of those unique users may not have visited the show
- Some security software always blocks Google cookies so the site wouldn't count some users.
- Visits to the President's welcome page may be a better indicator but some people may have bookmarked the direct route into the Main Hall and sent it to friends so we need to say circa 4,000 visitors to the show

# From the Feedback forms (1)

04 / 11 / 20

On a scale of 1 to 5 how did you like the mix of content?

117 responses



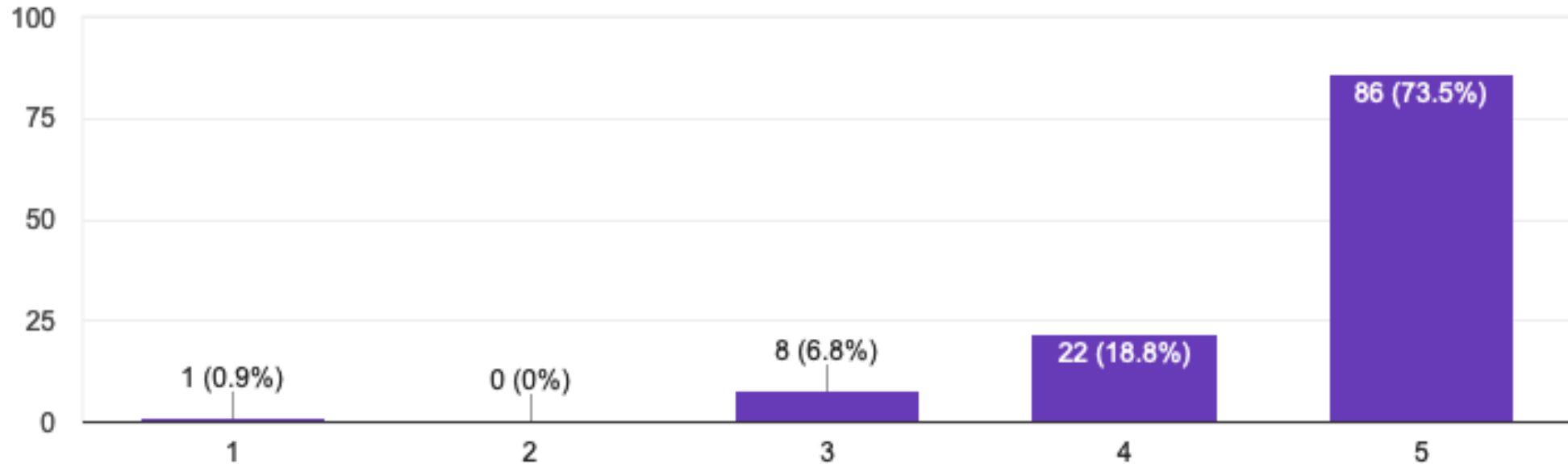
# From the Feedback forms (2)

04/11/20

On a scale of 1 to 5 how easy was it to navigate the show?



117 responses

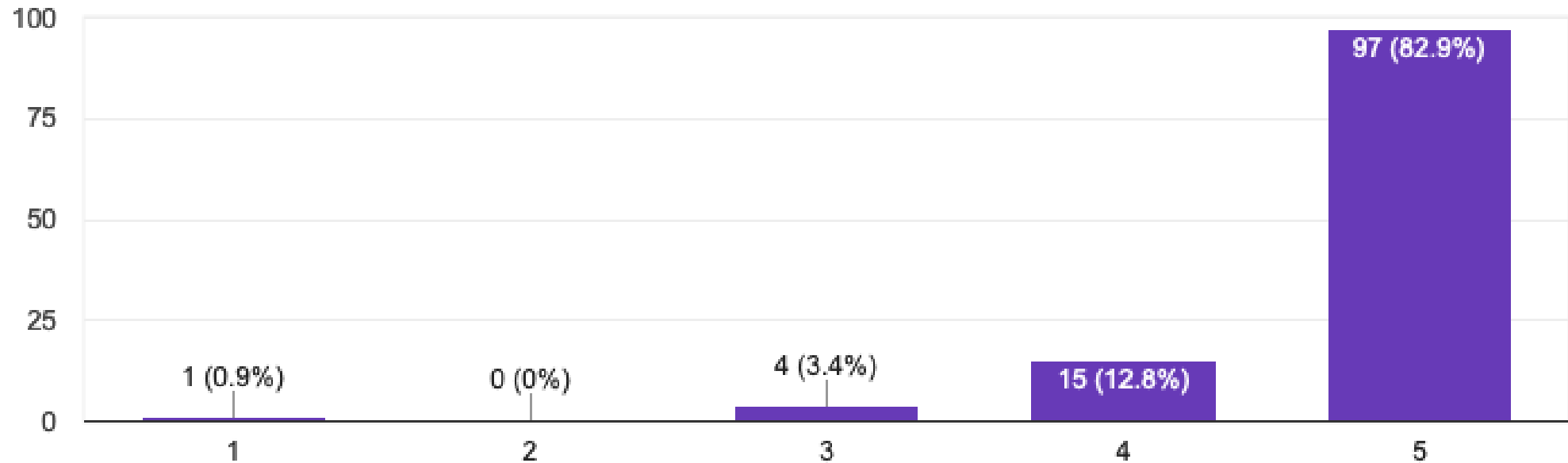


# From the Feedback forms (3)

04/11/20

On a scale of 1 to 5 how did you like the show?

117 responses



# Video Views (1)

31/10          5633

1/11          1767

Total view 31<sup>st</sup> October – 4<sup>th</sup> November inclusive 9,402

86.8% of views were from people who had not previously viewed the the GOG YouTube channel (Non subscribers)

94.4% viewers have been male and 5.6% female



# Video Views (2)

**Top 10 (31/10 - 04/11) viewed (1,774 views in the last 48 hours, 10,178 views in total)**

Love Lane - 851

Live Steam - 518

Chelagasa Town - 463

Soldering demonstration – 406

Neath and Brecon Sharp Stewart 2-4-0T locomotive construction - 401

Preparing for painting with Ian Rathbone – 364

Tommy Day's Duchess Chassis construction - 297

Geoffrey Goddin's Train Set video - 297

Gordon Humphris Anatomy of a layout - 295

David Illingworth's painting figures with acrylics - 283

**There are 56 new subscribers to the YouTube channel**

**Now 283 subscribers in total**

# Zoom Session Attendees on the Day

Session title	Number of attendees
Love Lane	High 46    Low 29
West Kirby Town (2 pm)	10
West Kirby Town (3 pm)	12
Technical Committee AM	47
Trainsporters (1)	16
West Kirby Town (11.30am)	14
Technical Committee PM	33
Trainsporters (2)	14
Peter Besant (1)	20
Ellis Clark Launch	70
Peter Besant (2)	23
Feedback to Jackie	50
Finney7 (1)	40
West Kirby Town (12:30pm)	16
Finney7 (2)	20
Competition winners Announcement	50
Nigel Paine Rail Car Build. (AM)	High 25    Low 8
Nigel Paine Rail Car Build. (PM)	High 14    Low 7
Coach Building with Poppys Woodtech (AM)	High 26    Low 5
Coach Building with Poppys Woodtech (PM)	High 13    Low 9
Help Desk (All Day)	3 plus 8 via email and the Forum

# Visits to Layouts on other Channels

Up to the morning of 5<sup>th</sup> November

- Bath Green Park                      1,411
- Over Peover                              981
- Newhurst                                 724

# Visits to the Zoom Recordings

<u>Zoom Session of 4<sup>th</sup> November</u>	<u>Date recording added to website</u>	<u>Views up to the evening</u>
Ellis Clark	(1/11)	130
Finney7 AM	(1/11)	109
Love Lane	(1/11)	74
West Kirkby Town	(2/11)	40
Finney7 PM	(2/11)	47
PRMRP AM	(2/11)	51
PRMRP PM	(2/11)	23
Nigel Paine Part 1	(2/11)	89
Nigel Paine Part 2	(2/11)	25
Poppy's Woodtech	(3/11)	44
Tech Committee AM	(4/11)	18
Tech Committee PM	(4/11)	7
Trainsporters AM	(4/11)	7
Trainsporters PM	(4/11)	1

# Other important updates (Updated to 05/11/20)

- 20 new members (13 on line 7 by phone)
- 3 renewals
- 20 + book orders
- 1 member wants to make a donation to say thank you

# What worked well?

- The website was very stable
- For a first attempt there were no major problems
- Good team working across events, technical committee, IT, membership and publications team
- Good mix of live and recorded material
- Zoom sessions ran smoothly and how they were managed and Chaired worked well
- The amount we have all learned and the support we have given each other
- Preparatory work, testing and training

# Even better if?

- We take on board the feedback
- Simple things like 'Enter Here' on the front page when the doors open
- We take the lead on organizing all the live sessions so we can host them, record them and manage them
- Avoid Facebook & Skype
- Just use You Tube for recorded sessions and Zoom for live sessions
- Advertise the Live sessions and invite questions in advance
- More joint working for the demonstrations
- More hints and tips for recording a video

# Opportunities

- Extend the viewing of this show until 30<sup>th</sup> November
- Plan another show in Spring
- Hold monthly short Zoom events to visit layouts, meet traders, watch demonstrations, discuss technical matters, meet the Con Reps etc.  
To be billed as *“An evening with....”*
- Explore further ways to support the traders – get their feedback
- Consider different, even bolder ideas for the future
- Get ideas from members as part of the events survey
- Have a virtual show highlights video



# Limitations

- Capacity within the IT team
- Zoom upgrades to cope with big audiences / multiple hosts
- Volunteer demonstrators / exhibitors
- Competition / Modelling display platform – instead of using Flickr
- Need to include Overseas representative to widen our portfolio of expertise