**INTERVIEWS - QUESTIONS**

**EXAMPLE**

**Guidance note**

All the interviews should be recorded and transcribed. In case the transcription cannot be provided, you should at least prepare in-depth notes related to each question.

At the beginning, provide the interviewee with a short description of your role in the evaluation of the Olympic Festival.

Before the interview starts, ask the interviewee for permission to record the session and, at the same time, assure her/him that all the information that would be provided are confidential and are used solely for the purpose of the evaluation study of the Olympic Festival without the disclosure of any personal data which are needed/used for statistical purposes only. At the beginning of the interview, once the recording starts, quickly summarise the interviewee’s agreement with the recording.

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| **Municipality, region** | |
| **About the interviewee** | Could you tell me about your role within the organisation of the Olympic Festival?  What is your experience (and the experience of the office you represent) with participation in similar events? |
| **Achievement of objectives** | What were your main objectives resulting in participation in the event?  Did the participation in the event meet your objectives? If not, what disappointed you?  What was the contribution that the Olympic Festival brought into your municipality/region?  Has the Olympic Festival promoted new initiatives/activities in your municipality/region? |
| **Cooperation with the Olympic movement** | How would you characterise the perception of the Olympic movement within your municipality/region office?  What is your overall satisfaction with the cooperation with the Olympic movement?  Has the involvement in the organisation of the Olympic Festival provided you with new ideas on how to use sport in the social context in your city/region (as a tool for social inclusion etc.)  Are you interested to host the Olympic Festival in the future? |
| **Sports federations, clubs** | |
| **About the interviewee** | Could you tell me about your role within the organisation of the Olympic Festival?  What is your experience (and the experience of the federation/club you represent) with participation in similar events? |
| **Achievement of objectives** | What were your main objectives resulting in the participation in the event?  Did the participation in the event meet your objectives? If not, what disappointed you?  How would you rate the number of participants in your activities? |
| **Overall satisfaction with the Olympic Festival** | Do you consider the Olympic Festival a good platform for recruitment of new members and for the promotion of your sport?  How would you rate the organisation of the event?  Are you satisfied with the involvement and the visibility of your athletes/of your sport?  Did you get any inspiration for possible new activities or updates/changes of the current ones? |
| **NOC and TOP Partner/Sponsor** | |
| **About the interviewee** | NOC partners have many reasons why they sponsor the Games - from building brands and building their customer relationships to enhancing their corporate image, increasing sales and motivating employees. Why does your company sponsor the NOC? / What are your sponsorship objectives?  Could you tell me about your role within the Olympic Festival?  What is your experience with participation in similar events? |
| **Achievement of objectives** | What are the specific objectives as part of this activation?  What is your presence on-site and how are you engaging with the fans?  How satisfied are you with the visibility of your brand within the event?  How would you rate the number of participants in your activities?  Did the event/activation reach your target group?  Do you consider the OF a tool to promote the core values of your organisation? |
| **Relevance, effectiveness of the Olympic Festival** | Do you consider the Olympic Festival a good way to promote your activities (campaigns, cross-promotion, activation etc.)?  How do you perceive the international dimension of the Olympic Festival? Do you see a potential there?  What is your overall satisfaction with the event?  Would you do it again?  Would you recommend to other companies to partner with the OF? |
| **Organising Committee members** | |
| **About the interviewee** | Could you tell me about your role in the organisation of the Olympic Festival? |
| **Organisation and communication with external subjects** | How would you assess the selection of the venue for the event?  How would you assess the selection and communication with suppliers?  How would you assess the cooperation with the local/regional public administration bodies?  How would you assess the cooperation with involved sports federations and clubs?  How would you assess the cooperation with sponsors?  How would you assess the involvement of volunteers?  What were the main external obstacles to a smooth organisation of the event? |
| **Internal organising team** | How would you rate the cooperation/communication within the organising team?  How would you rate the number of team members? Was it adequate?  Did you encounter any budget limitations during the event?  What were the main problems you encountered during the Olympic Festival? |
| **Volunteers** | |
| **About the interviewee** | Could you tell me about your role within the organisation of the Olympic Festival?  Do you volunteer on a regular basis?  Do you volunteer in a sports club/organisation/events? |
| **Overall satisfaction** | How satisfied are you with your participation in the Olympic Festival?  Do you consider to participate in future Olympic Festivals?  *(ask only volunteers without previous experience with sports events)* If you have not volunteered in sports events before, could the participation in the Olympic Festival motivate you to start volunteering?  Would you recommend volunteering at the Olympic festival to a friend?  How would you rate the organisation of the Olympic Festival?  What were the main obstacles to your role as a volunteer? |