**EVENT OBSERVATION FORM**

**EXAMPLE**

**VISITORS**

1. **Visitors’ age –** To what extent is the age representation among visitors homogeneousor heterogeneous. State which age-category is prevalent. If possible, write in the commentary below whether you could observe any other demographic characteristics among the visitors.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *1- homogeneous* | *2- rather homogeneous* | *3-even* | *4-rather heterogeneous* | *5-heterogeneous* |
| *Prevalent age group:* *1. Under 18 y/o**2. 18 – 30 y/o**3. 31 – 40 y/o**4. 41 – 50 y/o**5. 51 – 60 y/o* *6. Older than 60 years**Other comments:* |

1. **Physical activity –** To what extent are the sport activities on offer physically demanding? Are they suitable only for visitors who are in good shape?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *1-Only for those in good shape* | *2- Rather for those in good shape* | *3-Cannot determine* | *4-Rather for all* | *5-For all*  |
| *Other comments:* |

1. **Physical and mental impairment –** Is the venue and the activities accessible for physically and mentally impaired visitors?

Yes No Cannot determine

|  |
| --- |
| *Other comments:* |

1. **Visitors’ activity –** To what extent are visitors physically active when trying the sports and other activities on offer?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *1-Very active* | *2-Quite active* | *3-Cannot determine* | *4-Rather inactive* | *5-Inactive* |
| *Other comments:* |

1. **Health and safety measures -** To what extent are health and safety measures in place at the venue (e.g. the presence of paramedics at the venue). Are visitors given corresponding safety instructions when trying the various sport activities?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *1-Totally satisfactory*  | *2-Quite satisfactory* | *3-Average* | *4-Rather insufficient* | *5-Absolutely insufficient* |
| *Other comments:* |

1. **Children –** To what extent are the activities on offer attended by children? Are the activities suited rather for children or for adults?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *1-Exclusively for children* | *2-Rather for children* | *3-Cannot determine* | *4-Rather for adults* | *5-Exclusively for adults* |
| *Other comments:* |

**PRESENTATION AND COMMUNICATION**

1. **Olympic Festivals and Olympic Games** - To what extent are Olympics-related symbols present at the venue? How easy or difficult is it to identify the link between the Olympic Festival and the Olympic Games/Olympic movement?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *1-Very difficult* | *2-Rather difficult* | *3-Cannot determine* | *4-Quite easy* | *5-Very easy* |
| *Other comments:* |

 |

1. **Olympic movement X commercial presentation –** In terms of brand visibility, is the OF/Olympic brand more present at the venue than the sponsors’/partners’ brands, or is it the other way around?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *1-Excusively OF brand and OG symbols* | *2- Rather OF brand and OG symbols* | *3-Cannot determine* | *4-Rather sponsors’/partners’ brands* | *5- Exclusively sponsors’/partners’ brands* |
| *Other comments:* |

1. **Personal presentation –** Do volunteers and staff wear apparel and accessories with the logo and “look and feel” to be of the OF?

Yes No Cannot determine

|  |
| --- |
| *Other comments:* |

1. **Main message –** What is the main message of the event? What do the organisers want to pass on to their visitors? Is the style rather formal or informal?

*Formal - Informal*

*Other comments*

1. **Communications style –** How are the main messages transmitted to the visitors? Where are they present?
* Personal communication, presentations and speeches
* Posters, banners
* Leaflets, brochures
* Websites
* Other

*Other comments:*

1. **Possible conflicts in the presentation – Are there any visible conflicts between the main messages of the OF and the (commercial) presentation of the partners/sponsors?**

Yes No Cannot determine

*Other comments:*

**ORGANISATION OF THE EVENT**

1. **Volunteers***– To what extent do volunteers help with the organisation of the event? Are they welcoming? Do they actively help visitors? Do they fulfil their role at the event?*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *1-Do not fulfil their role at all*  | *2-Rather don’t fulfil*  | *3-Cannot determine* | *4-Rather fulfil*  | *5-Completely fulfil*  |
| *Other comments:* |

1. **Staff – Do the staff members and volunteers seem to be very busy/not busy at all?** To what extent is the human resources allocation to the various activities and services at the venue satisfactory?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *1-Totally satisfactory*  | *2-Quite satisfactory* | *3-Average* | *4-Rather insufficient* | *5-Absolutely insufficient* |
| *Other comments:* |

1. **Interest in the (sport) activities –** Are visitors attending the activities evenly or are some more popular than others? Are there any queues forming at the activities’ venues? Is the capacity of the activities sufficient?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *1-Totally sufficient*  | *2-Quite sufficient* | *3-Average* | *4-Rather insufficient* | *5-Absolutely insufficient* |
| *Other comments:* |

1. **Orientation at the venue, signage –** Is it easy to get to the venue and get around at the venue (presence of maps, appropriate signage etc.)?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *1-Very complicated* | *2-Rather complicated* | *3-Cannot determine* | *4- Quite easy* | *5-Very easy* |
| *Other comments:* |

1. **International outreach –** Can you spot any signs at the venue which would inform you about the Olympic Festivals organised in other countries, or about any other international Olympic family events (besides the OGs)?

Yes No Cannot determine

*Other comments:*

1. **Performance X leisure/relaxation –** Are the sport activities focused on high performance and competition or rather on a playful presentation and on providing the try-out opportunities to visitors?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *1-Exclusively on high performance and competition*  | *2-Rather on high performance and competition* | *3-Cannot determine* | *4-Rather on playful presentation and try-outs* | *5-Exclusively on playful presentation and try-outs* |
| *Other comments:* |

1. **Other –** Any other relevant comments and notes to the organisation, target groups, focus of the event etc**.**

*Other comments:*