

Data Collection at Events



About Superhighways....

Providing tech support to the sector for 20 years

- ✓ Tech Support
- ✓ [Training](#)
- ✓ Websites
- ✓ Strategy
- ✓ Digital inclusion
- ✓ Impact Aloud
- ✓ Digital leadership
- ✓ [Datawise London](#)



E-news sign up <https://superhighways.org.uk/e-news/>

What we'll cover today

- ✓ Digital data collection methods at events
- ✓ Free / affordable digital tools
- ✓ Next steps and support



Planning data collection at your event

Ways to collect data

- ✓ Routine data collection
- ✓ Surveys
- ✓ Observations
- ✓ Interviews
- ✓ Creative methods



Data collection quick conversations



- Individually pause and reflect
- Join a breakout room in a pair
- Answers in chat when you come back to the main space



Questions to chat about

1. What kind of events are you planning to run in London Challenge Poverty Week?
2. What data do you want to capture from your participants??
3. What do you want to achieve with the data you collect?



Types of data

User data

Asks: demographics, characteristics, reason for coming to service

Establishes: your target audience, who you are serving

Service data

Asks: what they liked / didn't like, why, what they would change, what is special

Establishes: whether users are satisfied and your service is working as intended

Engagement data

Asks: how people engage, frequency, why they stop

Establishes: the extent to which people use your services and how

Outcome data

Asks: what has changed as a result of using the service, what have people gained

Establishes: short-term and long-term impact on people's lives



Types of outcomes

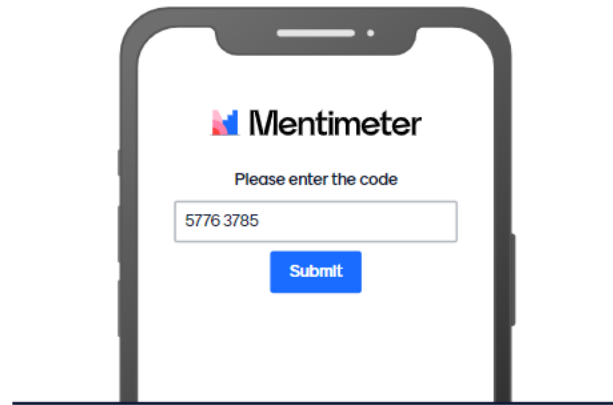
Type	Describes changes in people's....	Example
Knowledge	...understanding and awareness	Understand self
Attitude	...beliefs, values, thoughts, feelings, motivations	Belief in self
Behaviour	...actions, conduct, habits, participation, engagement	Determination to succeed
Skills	...practical, educational, interpersonal, emotional	Better self-regulation
Condition	...personal state, situation, circumstances	Non-criminal identity
Opportunity	...availability of appropriate programmes, accessibility, inclusion	Opportunities for employment (protective factor)



What one word would describe how someone might 'feel' having attended your activities?

Go to

www.menti.com



Enter the code

4551 5863

Click on the link in
the Zoom chat

<https://www.menti.com/al5w2zszq6ge>



Building a Menti



Charity Digital Code of Practice - Richmond copy (1)

Created by Kate White

✓ Saved



KW

Share

Present

+ New slide

Import

BETA

Examples

Themes

Settings

1

Let us know your name a...

2

What's your favourite / m...
KW

3

Since Covid 19, what are ...

4

Conversation starter 1: W...

5



This presentation has results ?

View results

Manage results

Go to www.menti.com and use the code 6397 8532

What's your favourite / most useful digital tool & why?

Mentimeter

What's app

Shopping, online and goods and services

Zoom / what's app

Teams and whatapp

Databases and cloud

Netflix

MeisterTask

Email

Canva - I think it is so easy to use yet does so much!

A web browser: I use this for so many different tasks

TwitterPolitical opinions/journalism

WhatsApp Great way to

Presenter notes

Slide type

Open Ended

Content

Customize

Add meta description

Your question ?

What's your favourite / most useful digital tool & why?

Add longer description

Image ?

Drag and drop or click to select an image

Supported file types are .png, .jpg, .gif, .svg

Settings

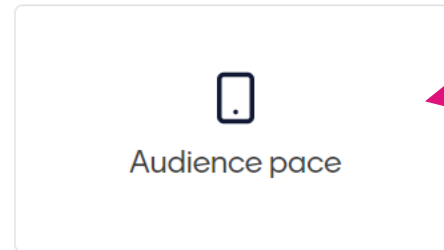
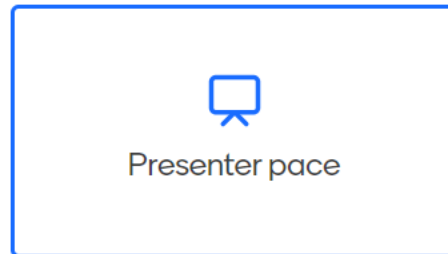
Use these settings to configure the overall experience of your presentation.

NAVIGATION

Presentation pace

The presentation pace controls how the audience can advance in the presentation.

[Learn more](#)

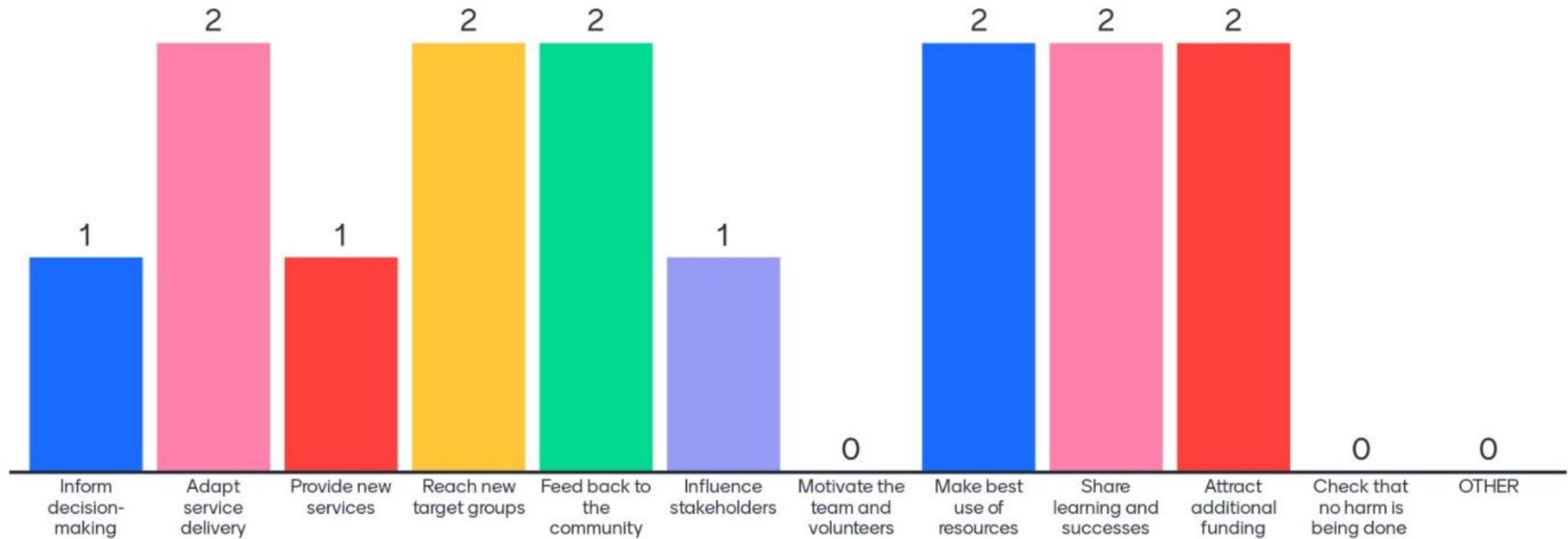


Don't forget to go into your settings and change from Presenter pace to Audience pace if you are not in a live setting e.g. if you are sending a link on social media or in an email you will need to set to Audience pace so that they can move onto the next question by themselves

Unfortunately you will not be able to submit an entire presentation multiple times (i.e. from the same device) for the free account if you have presenter pace enabled. You can submit more than once for an individual question. So you'd need to pass the device around before clicking submit on the final question if multiple parents were using a work device. You can turn this on if parents are submitting at their own pace.



What are your top 3 reasons for collecting data?



Managing event bookings data



ticketsource.co.uk

Sell Tickets Online | Free Event Ticketing with TicketSource

[VIEW MORE](#)



yapsody.com

Flat 50% for Non-profit, Charity and Fundraiser Events - Yapsody

[VIEW MORE](#)



weezevent.com

Event ticketing, start selling tickets online within 5 minutes.

[VIEW MORE](#)



trybooking.com

Online Event Ticketing Solution | TryBooking United Kingdom

[VIEW MORE](#)



guestli.st

Guestlist

[VIEW MORE](#)



eventbrite.co.uk

Eventbrite

[VIEW MORE](#)

- ✓ Use an [online booking platform](#) for registration
- ✓ Check people in so you know who attended
- ✓ Use ticket types to collect different data from participant types
- ✓ Export your data to Excel

Or share a QR code at your event linking to a form ...

- ✓ [Bitly](#) creates short links to a webpage and also a free QR code (you can upgrade to see analytics)
- ✓ Office 365 Forms provide a QR Code with the form link
- ✓ [Canva now offers a QR code app](#) as part of your account (so you can add a QR code to your posters and flyers)




SCAN



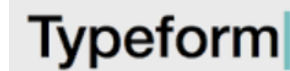
Let's look at digital tools

- ✓ Online forms, polls & surveys





“But which one to choose?”



[Read our blog post..](#)



Office 365 Forms live!

<https://forms.office.com/r/y7PYYvT3fL>



Setting up your survey



Questions Responses **42**

Top tools...

A test to show Forms

1. Are you already using online forms to collect data? *

Yes

No

+ Choice Text Rating Date ...

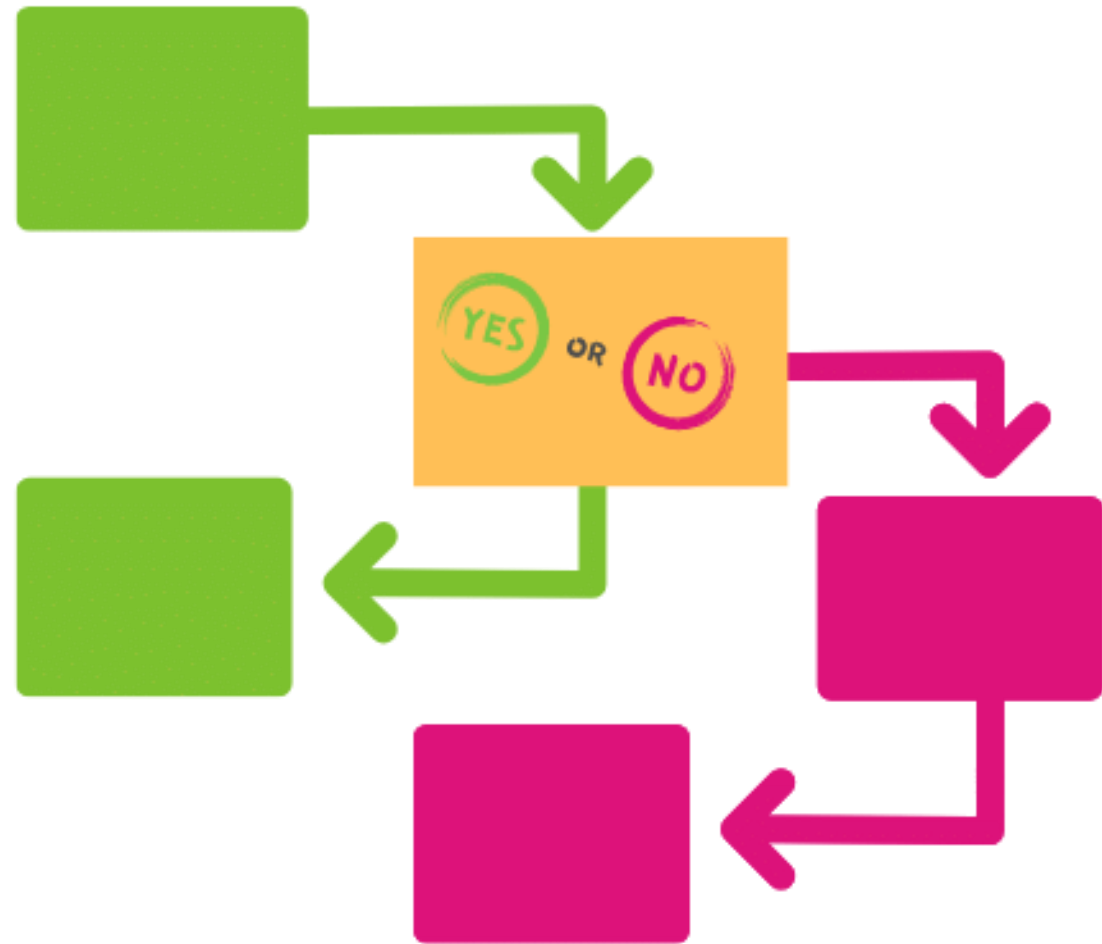
Ranking

Likert



Branching

People should only answer what they need to.
Branching can help with longer forms and surveys



Sharing your survey

Send and collect responses

Anyone with the link can respond



https://forms.office.com/Pages/Respon

Copy



Share as a template

+ Get a link to duplicate

Share to collaborate

+ Get a link to view and edit

Accessing the results

Questions

Responses **57**

Top tools...

57

Responses

00:51

Average time to complete

Active

Status



View results

Open in Excel

1. Are you already using online forms to collect data?

[More Details](#)

- Yes 25
- No 32



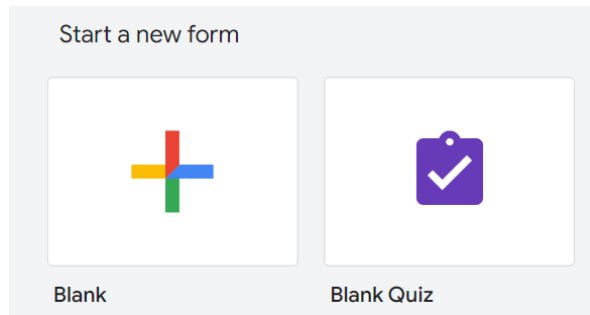


Google Forms live!

<https://forms.gle/LjLqHcsCChsksbFU9>



Setting up your survey



- ✓ Start a new form: blank
- ✓ Click on Untitled form to give it a title
- ✓ The + sign for more question types

Questions Responses Settings

Untitled form

Form description

Untitled Question

Multiple choice

Option 1

Add option or [add "Other"](#)

Required

The screenshot shows the survey editor interface. At the top, there are tabs for 'Questions', 'Responses', and 'Settings'. The main area is titled 'Untitled form' with a 'Form description' field below it. A question card is visible, titled 'Untitled Question'. To the right of the question title is a dropdown menu currently set to 'Multiple choice'. Below the question title are two radio button options: 'Option 1' and 'Add option or add "Other"'. At the bottom of the question card, there is a 'Required' toggle switch which is currently turned off. On the right side of the editor, there is a vertical toolbar with icons for adding questions, duplicating, deleting, and other actions.



Sharing your survey

Send

X Send form

Automatically collect respondent's Kingston Voluntary Action email



Send via  

Link
<https://forms.gle/PpuoazxDvwnuw2vX8>

Shorten URL


Accessing the results

Questions Responses **8** Settings

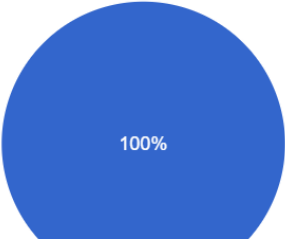
8 responses  

Accepting responses

Summary Question Individual

Was the video relaxing?  Copy

8 responses

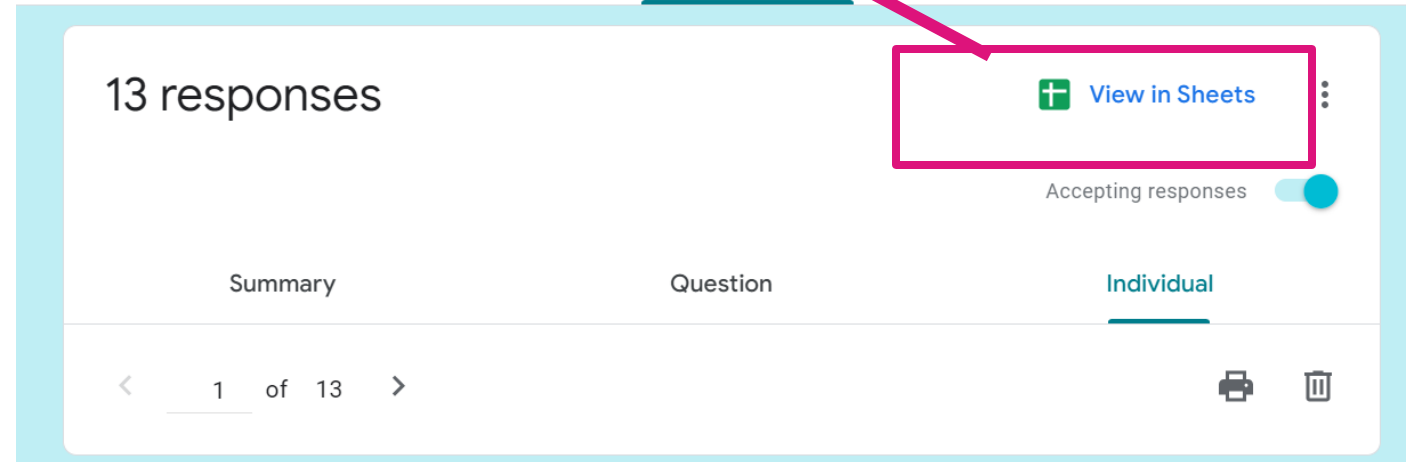
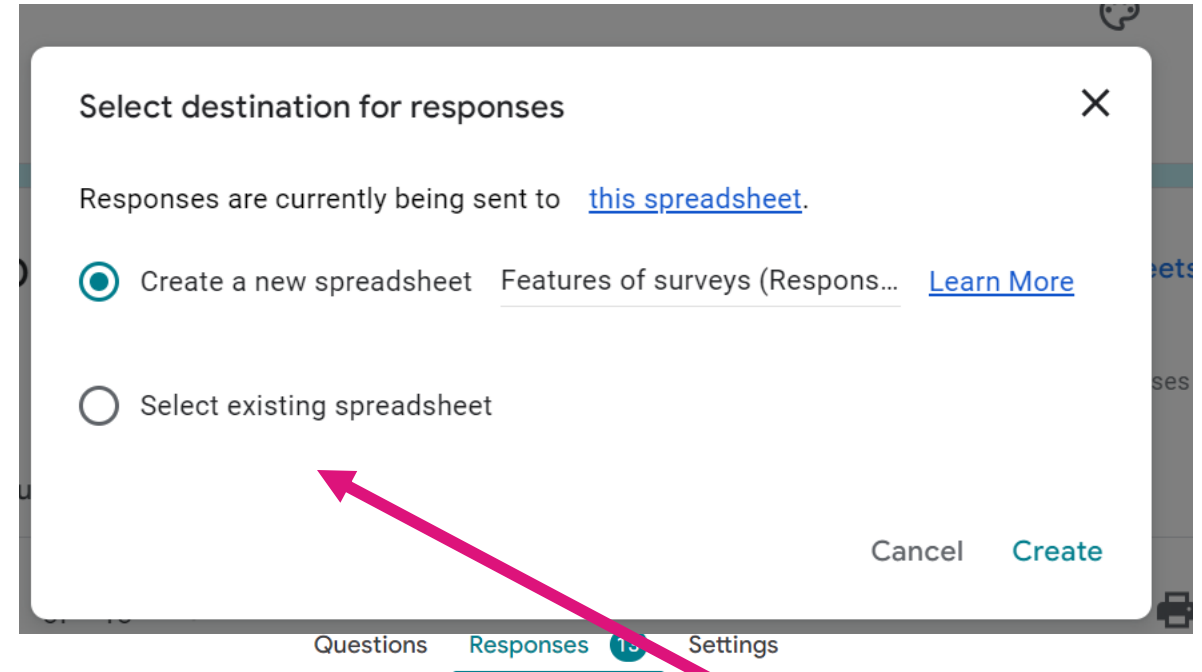


● Yes
● No



What can your form do for you?

- ✓ Link your data? (this is a Google Form example).
- ✓ If you set up a Microsoft form in MS Teams it will also keep a live active spreadsheet so your data is all in one place




Mobile data collection

Add form shortcuts to your Homescreen...


Virgin 13


docs.google.com/!

 **Brixton Windmill**

Visitor experience form

We want to know a bit more about people's experience visiting Brixton Windmill

 katewhite/1@googlemail.com
(not shared) [Switch accounts](#)



*Required

On a scale of 1 - 5 (with 5 the highest) how likely are you to recommend a visit to Brixton Windmill to family and friends? *

1

2

Virgin 13

Best Start ABCD app

* 1. Who are you?

James

Jenny

Lorraine

Stella

Melissa

Natalia

* 2. Which area are you working in?

Broad Green

Thornton Heath

Selhurst

New Addington

Fieldway

Waddon

Heathfield

Upper Norwood & South Norwood

* 3. Was it?

A conversation with a resident

Signposting/referral

A networking opportunity/conversation with professional

An event

A case study

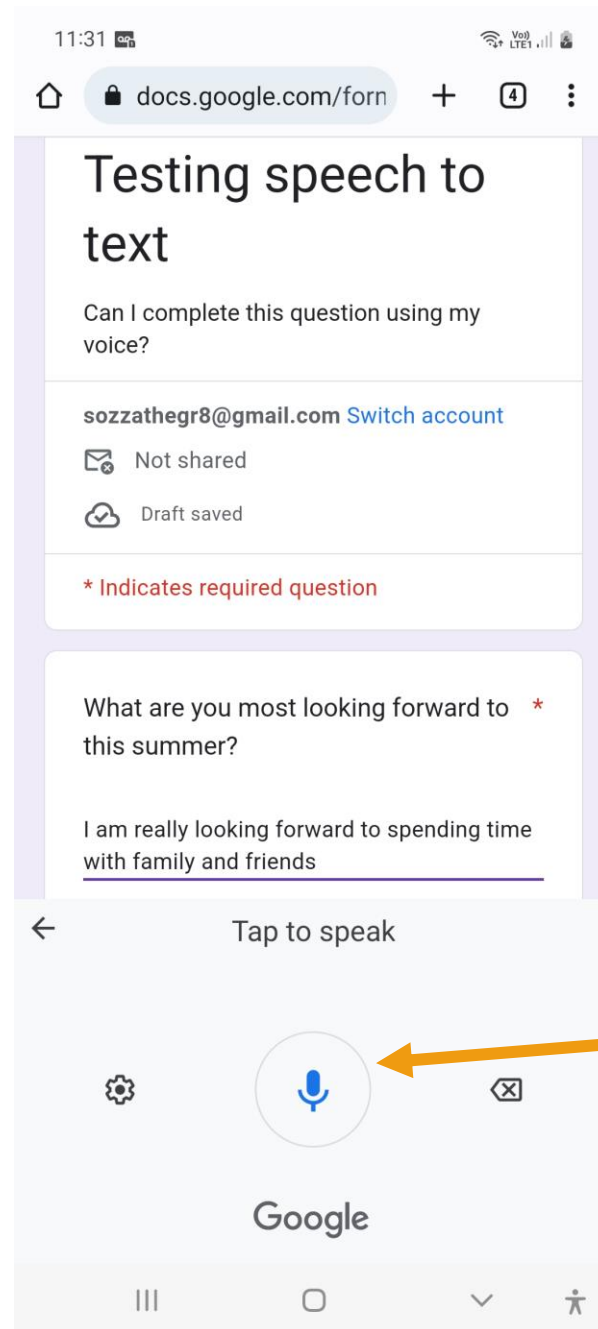
Next



Mobile speech to text

Enable dictation in your settings so you can complete forms using voice

Turn on [Dictation on iPhone](#) or make sure you have [Google Gboard](#) (you can probably just go to your keyboard list in settings and switch on Google Voice typing



Find the microphone to speak into any text box



Free – too good to be true?

 **Mentimeter**

2 questions only (per 'presentation')

Typeform

10 questions, 10 responses p/m

 **JotForm**

5 forms, 100 responses p/m, 100MB storage



SurveyMonkey

10 questions, view only, 40 responses p/m

 **SmartSurvey**

15 questions, view only, 100 responses p/m

[Read our blog: How to choose a survey tool](#)



Break



Don't forget Zoom / Teams polls!

On a scale of 1 (low) to 10 (high), what energy level are you feeling right now?

Data capture with SMS



Call us:
01244 752 299

Log in

Sign up

Home

Solutions

Product

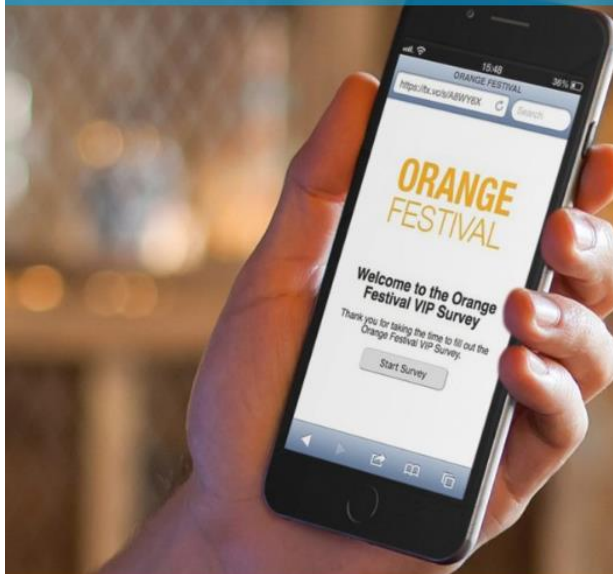
Integrations

Resellers

Blog

GDPR

Support



Make smarter decisions with mobile forms and surveys

Gather feedback and preferences with SMS forms and surveys

Create a survey

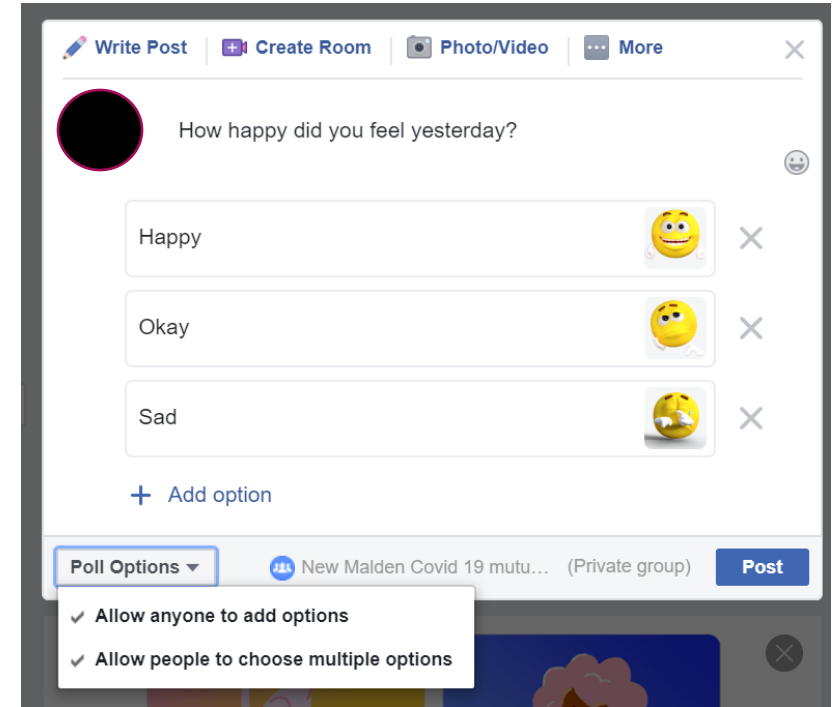
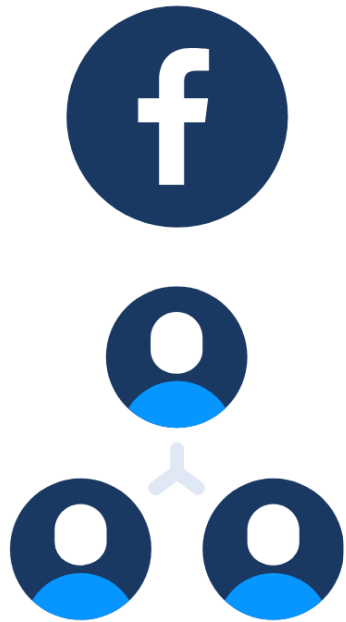


SMS platform costs

- ✓ You essentially buy bundles of SMS messages – most providers have a minimum bundle, costs per message decrease the bigger bundle you buy
- ✓ You upload your contacts list to the platform and send bulk messages via their website
- ✓ Good if you don't have work mobile phones and less time consuming / easier to manage than doing via a single device
- ✓ [Text Local](#) – minimum 500 credits. Charity pricing 50% discount, so circa £14 ex VAT (2.8p per message)
- ✓ [Text Anywhere](#) – minimum 250 credits. Full price £12.75 ex VAT



Who's on social media?





“no numbers without stories, no stories without numbers”

[Stories and Numbers: Collecting the right impact data](#), New Philanthropy Capital



Creative story gathering

Using Padlet for audio, visual and diary story capture

Padlet

Sorrel Parsons at Superhighways • 4m

 **Highlight of my year**

Story gathering and sharing using Padlet. Click on the + sign to add your story. Don't forget to add your organisation name



+



Lots of options with Padlet

BACK **Change privacy** **SAVED**

Private
Keep the padlet hidden from the public. Even if someone manages to get to it, they should not be able to access it.

Password
Keep the padlet hidden from the public. If I choose to share it with someone, they should require a password to access it.

Secret
Keep the padlet hidden from the public. If I choose to share it with someone, they should be able to access it.

Public
Let the whole world see this padlet. Put it on my profile.

Logged in visitors only

Visitor permissions **Can write**

Settings

Heading Appearance **Posting** Content Advanced

Posting

Author and timestamp
Display author name with timestamp above each post?

Comments
Allow viewers to comment on posts?

Reactions
Grade, star, upvote, or like posts? Vote >

Content

Require approval
Require a moderator to approve posts.

Filter profanity
Replace bad words with emojis.

Remakes
Allow non-admins to remake this padlet?

CLOSE **Share**

Share

Copy link to clipboard

Slideshow

Get QR code

Embed in your blog or your website

Email

Open in Zoom

Share on Facebook

Share on Twitter

Share on Google Classroom



Giving people a voice



Transcribing conversations with Otter.ai

- ✓ Turn conversations into text, edit the results and share transcripts with others
- ✓ Highlight insights about your work
- ✓ Raise awareness by highlighting its impact
- ✓ Record & import conversations or record live
- ✓ Use workarounds to navigate limits



Record, transcribe, edit and publish



DEMO

The screenshot displays the Otter.ai web interface. On the left is a dark blue sidebar with navigation icons: a profile icon with the letter 'S', a home icon, a document icon, a list icon, a calendar icon, a grid icon, a person icon, a folder icon, a document icon, a trash icon, and a chevron icon. The main content area is titled 'Home' and features a search bar labeled 'Search conversation'. Below the search bar are two buttons: 'Record' and 'Import'. The 'Agenda Today' section contains a message: 'To see your agenda [connect your calendar](#)'. The 'Recent Activity' section lists four items, each with an Otter.ai icon, a title, a date, and a list of associated keywords. The right sidebar contains two promotional cards. The top card, titled 'NEW FEATURE', announces 'Transcribe Zoom LIVE' with 'Live Captions & Live Notes' and a 'Try Otter Business for 1 month FREE' link. The bottom card, titled 'Run better meetings', features a calendar icon with a microphone and a person icon, and a bullet point: 'Get reminders to record your meetings'.

Home

Search conversation

Record Import

Agenda Today

To see your agenda [connect your calendar](#)

Recent Activity

- Note is ready Feb 24
audio, transcribe, recording, transcript, sharing, transcribing, straightaway, soundcloud, youtube video, quick, site, account, publish,...
- Note is ready Feb 22
disciplined, screen, london, commute, sedentary, listen, primarily, differentiation, day, routine, eat, daytime, great, front door, office,...
- Clare NLCF Roundtable is ready Dec 9
- NLCF Philippa breakout is ready Dec 4

NEW FEATURE

Transcribe Zoom LIVE

Live Captions & Live Notes

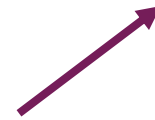
Try Otter Business for 1 month FREE

Run better meetings

- Get reminders to record your meetings

Otter.ai pricing

\$8.33 / month if paid annually (£80 / yr)
or \$16.99 / month (£160 / yr)



Basic

- AI meeting assistant records and transcribes in real time
- Joins Zoom, MS Teams, and Google Meet to automatically write and share notes
- Automatically captures slides and generates meeting summaries
- 300 monthly transcription minutes; 30 minutes per conversation; Import and transcribe 3* audio or video files lifetime

Pro

Everything in Basic +

- Team features: shared custom vocabulary; tag speakers; assign action items to teammates
- Advanced search, export, and playback
- 1200 monthly transcription minutes; 90 minutes per conversation
- Import and transcribe 10* audio or video files per month

Business

Everything in Pro +

- Admin features: usage analytics, prioritized support
- Joins up to 3 concurrent virtual meetings to automatically write and share notes
- 6000 monthly transcription minutes; 4 hours per conversation
- Import and transcribe unlimited* audio or video files

✓ <https://otter.ai/pricing>



A picture tells a thousand words



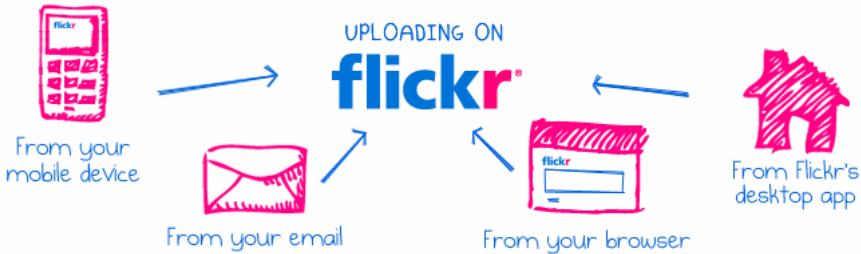
Sutton African and
Caribbean Cultural
Organisation



Compile & share albums / stories

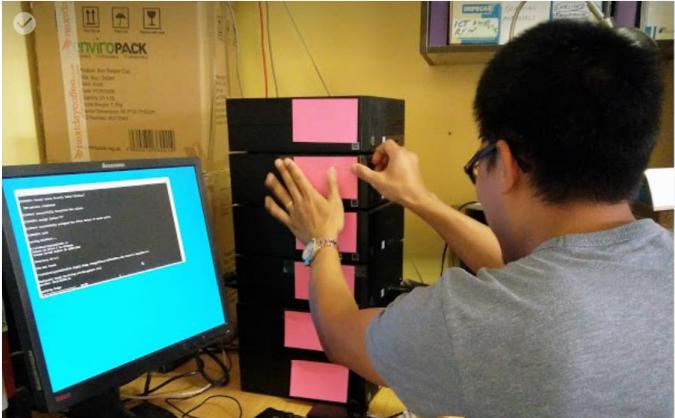


flickr™




Measuring change album

Oct 25, 2017



You don't need feature films...



The video shows a group of people, mostly women, in a room. They are holding sheets of paper, likely lyrics, and appear to be singing or participating in a group activity. One woman in the foreground is pointing upwards. The room has a whiteboard and fluorescent lights.

South London Cares
Like This Page · 8 February · 🌐

Mary, 73: "I've haven't been out the house in six weeks, but I knew I wanted to be here tonight."

Last night our Peckham singers - aged between 22 and 85 - got together to belt out 'I Will Survive' and 'Sister Suffragette'. It was a joyous way to mark the women's suffrage centenary.

181 Views

Amy Rose, Alice PB, Alex Smith and 10 others like this.

1 share





Using your data

- ✓ Analysing & visualising in Excel
- ✓ What about a database?



Need some more Excel skills?



Follow along with our practical Excel videos

- ✓ [Excel Bite-size 1](#): Managing your data ([guidelines/data](#))
- ✓ [Excel Bite-size 2](#): Creating a workable data set ([guidelines/data](#))
- ✓ [Excel Bite-size 3](#): Analysing your data ([guidelines/data](#))

Or join our Getting started, Next steps 1 and Next steps 2 tutor led sessions on Zoom.

[Check dates here](#) / get in touch for a 1:1 clarechamberlain@superhighways.org.uk



Best practice issues

- ✓ Do you need to be registered with the information commissioner? www.ico.org.uk
- ✓ Do you have a data protection & privacy policy and explain why you collect data and what it will be used for?
- ✓ Do you get consent to use photos / videos?
- ✓ Is your client data secure i.e. password protected, backed up, safeguarded with antivirus software and a firewall? [NCSC infographic](#)
- ✓ [Responsible Data Planning Matrix](#)





What one small step will you take forward?



Related training & extra resources

- ✓ [Using Datawrapper for charts, graphs and maps](#)
Tuesday 5 Sep, 10am to 12pm
- ✓ [Visualising your post code data on a map](#)
Thursday 21 Sep, 10am to 12pm
- ✓ [10 ways to share: making the most of your content](#)
Thursday 21 Sep, 7pm to 9pm
- ✓ [Creating and exploring Census 2021 custom datasets](#)
Tuesday 26 Sep or 17th Oct, 2pm to 3.15pm
- ✓ [Creating content that counts](#)
Thursday 28 Sep, 10am to 12pm



Related training & extra resources

- ✓ [Watch this video](#): Using your Data to Evaluate you Impact, Explore Options and Drive Change
- ✓ [Look at our current training offer](#) and add yourself to the waitlist if they're full
- ✓ [Download our Favourite Apps](#) for data collection & storytelling tools sheet
- ✓ [Sign up to our monthly eNews](#) for updates from us on all things charity sector and digital/data, plus future training and support offers
- ✓ Ask us for a 1:1 if you need any help



Thank you for taking part today



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www.superhighways.org.uk
[@SuperhighwaysUK](https://twitter.com/SuperhighwaysUK)



superhighways
harnessing **technology** for **community** benefit