Attendance

- This is a self-completion activity. The central Public Engagement Team is not responsible for the accuracy of the numbers provided by event coordinators. Responses are not verified centrally beyond a basic 'sense-check'.
- This is a minimum estimate of numbers, not all public events are reported and recorded centrally – there is no University requirement for coordinators to do so.
- Visits = face-to-face interactions, not total visitor numbers. Many people attend multiple public events at the University and each of their attendances is recorded.

Hands-on activities at Festivals	**Un-booked events** - ensure you know the fire limit for the venue and do not exceed this - use clickers to count people entering the venue - this gives the total number of people attending the event - allocate two volunteer stewards to do this role - at the Guildhall ask venue stewards to click people into the venue at all doors (and also click people out at all doors to give total number attendees over the day) - at regular intervals, use clickers to count the number of people in the venue at that time so that fire limits are not exceeded - if limits are close or the venue feels uncomfortably crowded and/or hot, manage a queue of people outside the venue and let people in on a one-in, one-out basis - determine approximate dwell times/churn by observing particular people throughout the day, noting the time they enter and leave - ensure attendee numbers are recorded on the event log form
Talks at Festivals	**Pre-booked events** - ensure you know the capacity of the venue - pre-book all talks using a system such as Eventbrite - overbook by ~20% to account for no-shows - on the night, run two queues, one for people with tickets, one without - reserve back row for volunteers and late comers - let people with tickets into the venue first - five minutes before the start of the event, assess the number of seats available, fill these with people without tickets - start the event on time - if seats still available at the back of the venue, allow late comers into venue for ~10 minutes after the start, after this close the doors - record the number of attendees on the event log sheet (double check figures by additionally counting how many empty seats left, subtract this from the theatre capacity)