

**“WHAT’S BEHIND THE CURTAIN”**  
***Audience & Donor Research Symposium***  
Thursday, November 17, 2016  
9:00-11:30am



**Agenda**

Welcome

Andrew Golden, Program, Advocacy & Operations Coordinator, ArtsFund  
Beth Takekawa, Executive Director, Wing Luke Museum of the Asian Pacific American Experience

“What’s Behind the Curtain” with Don, Nancy, and Max  
Why Research?

Research is “Strategic Intelligence”

Overview: Quantitative & Qualitative Research

Who, What, When, Where, How, Why?

**Qualitative Research Methods and Applications**

- Focus Groups
- Depth Interviews
- Ethnographics
- Discussion

**Quantitative Research Methods and Applications**

- Customer Experience Research
- Era of the Online Survey
- Survey Fatigue
- Discussion

**Donor Feedback**

**Internal Staff Feedback**

**Open Q&A, wrap-up**

**Presenters**



**Don Morgan**  
Senior Partner,  
GMA Research



**Nancy Hardwick**  
President,  
Hardwick Research



**Max Israel**  
President,  
Customerville

ArtsFund thanks the **Wing Luke Museum of the Asian Pacific American Experience** for generously hosting this event



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