“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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