



FOR AUDIENCES • ABOUT 5 MINUTES

AFTER THE CURTAIN

Thank you for coming. These questions are about what stayed with you, not a rating. Answers are anonymous and shared only in aggregate.

— YOUR EXPERIENCE

What moment, image or idea from the show is still with you?

Was there anything that surprised you about how the show affected you?

— AFTER YOU LEFT

Did you find yourself thinking about the show later that night or in the days after?

☐ Yes ☐ Somewhat ☐ Not really

Have you talked about it with anyone?

☐ Yes ☐ Not yet ☐ I plan to

If so, what came up most?

— YOUR VISIT

Did you do anything else nearby before or after the show?

☐ Ate or drank nearby ☐ Shopped ☐ Visited another venue ☐ Came just for the show

YOUR ZIP OR POSTCODE

HOW DID YOU HEAR ABOUT THE SHOW?

 CARRY-FORWARD

Has the show changed how you think about a topic, a place or a perspective?

☐ Yes ☐ Maybe ☐ No

Is there anything you wished had been available after the show: context, conversation, resources?

Would you come to something connected to this show? A talk, a reading, an event?

☐ Yes ☐ Maybe ☐ No

Anything you want the creative team to know?

Thank you. Leave this with the front-of-house team or scan the code at the door.

FOR PRODUCERS: HOW TO RUN IT

Offer it on paper in the lobby and as a QR link in the program and the post-show email. Aim for at least 10% of each week's audience. Keep the wording the same across the run so answers compare. Pull two or three quotes each week with permission for your impact report.



Q4 • THROUGHOUT THE RUN

GENERATE OUTCOMES

Decide what you will count before opening night, and who counts it. Each row becomes a page of your impact report.

METRICS TRACKER

CATEGORY	METRIC	SOURCE	WHO TRACKS IT	TARGET	ACTUAL
The work performances, extensions, runtime					
Team & ecosystem people, partners, businesses					
Audience tickets, reach, rating					
Engagement events, activations					
Media press, social reach					
Economic & local spend, sponsorship					
Community donations, benefits					
Recognition awards, nominations					

Real numbers, real sources: ticket counts come from the box office, ratings from post-show surveys and reviews, local spend from partners and receipts. Track it as you go, not after closing.