**survey questionnaire**

**EVALUATION QUESTIONNAIRE**

Ladies and gentlemen, we are conducting research among participants of the ARTISTIC project regarding its evaluation. Any information obtained will be used in the form of aggregated summaries developed in the research report. The survey is confidential and takes approx. 20 minutes. **Please provide honest answers.** *If the instruction does not show otherwise, you should select only one answer per question. Answers should be entered in the grey fields!*

**OPINION ON THE ARTISTIC PROJECT**

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| **O1** | **Are you satisfied with the service provided for improving your communication skills?** | | | | | |  |
| 1. Definitely not | | | | | | **1.** |
| 1. Rather not | | | | | | **2.** |
| 1. Hard to say | | | | | | **3.** |
| 1. Rather yes | | | | | | **4.** |
| 1. Definitely yes | | | | | | **5.** |
| **O2** | **Would you recommend using the service** **to other persons associated with intangible cultural heritage?** | | | | | |  |
| 1. Definitely not | | | | | | **1.** |
| 1. Rather not | | | | | | **2.** |
| 1. Hard to say | | | | | | **3.** |
| 1. Rather yes | | | | | | **4.** |
| 1. Definitely yes | | | | | | **5.** |
| **O3** | **If you were able to make the choice again, would you use the service again?** | | | | | |  |
| 1. Definitely not | | | | | | **1.** |
| 1. Rather not | | | | | | **2.** |
| 1. Hard to say | | | | | | **3.** |
| 1. Rather yes | | | | | | **4.** |
| 1. Definitely yes | | | | | | **5.** |
| **STORYTELLING** | | | | | | | |
| **S1** | **On a scale from 1 to 5, please answer the following questions about the STORYTELLING workshop.** | Definitely not | Rather not | Hard to say | Rather yes | Definitely yes | |
| 1. Did the information gained during the workshop increase your skills in storytelling, making up stories? | **1** | **2** | **3** | **4** | **5** | |
| 1. Will you use the information gained during the workshop on a daily basis? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop leader have appropriate knowledge and substantive preparation? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop leader provide information in an accessible way? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did you like the attitude of the workshop leader toward the participants? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the leader answer questions and provide additional explanations? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the leader encourage participants to participate actively in the workshop? | **1** | **2** | **3** | **4** | **5** | |
| 1. Was the amount of material presented sufficient? | **1** | **2** | **3** | **4** | **5** | |
| 1. Was the amount of time spent on exercises sufficient? | **1** | **2** | **3** | **4** | **5** | |
| 1. Were the additional materials helpful during the workshop? | **1** | **2** | **3** | **4** | **5** | |
| 1. Was the workshop properly prepared from the organizational point of view? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the atmosphere during the workshop suit you? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop fulfil your expectations? | **1** | **2** | **3** | **4** | **5** | |
| **S2** | **What did you like the most during the workshop?** | | | | | | |
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| **S3** | **What in your opinion did the workshop lack?** | | | | | | |
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| **SOCIAL MEDIA WORKSHOP** | | | | | | | |
| **SM1** | **Did you participate in the SOCIAL MEDIA workshop?** | | | | | |  |
| 1. Yes | | | | | | **1.** |
| 1. No (please go to question MR1) | | | | | | **2.** |
| **SM2** | **At what level did you participate in the workshop?** | | | | | |  |
| 1. Basic (A) | | | | | | **1.** |
| 1. Extended (B) | | | | | | **2.** |
| **SM3** | **On a scale from 1 to 5, please answer the following questions about the SOCIAL MEDIA workshop.** | Definitely not | Rather not | Hard to say | Rather yes | Definitely yes | |
| 1. Did the information gained during the workshop increase your competences and skills? | **1** | **2** | **3** | **4** | **5** | |
| 1. Will you use the information gained during the workshop on a daily basis? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop leader have appropriate knowledge and substantive preparation? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop leader provide information in an accessible way? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did you like the attitude of the workshop leader toward the participants? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the leader answer questions and provide additional explanations? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the leader encourage participants to participate actively in the workshop? | **1** | **2** | **3** | **4** | **5** | |
| 1. Was the amount of material presented sufficient? | **1** | **2** | **3** | **4** | **5** | |
| 1. Was the amount of time spent on exercises sufficient? | **1** | **2** | **3** | **4** | **5** | |
| 1. Were the additional materials helpful during the workshop? | **1** | **2** | **3** | **4** | **5** | |
| 1. Was the workshop properly prepared from the organizational point of view? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the atmosphere during the workshop suit you? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop fulfil your expectations? | **1** | **2** | **3** | **4** | **5** | |
| **SM4** | **What did you like during the workshop?** | | | | | | |
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| **SM5** | **What in your opinion did the workshop lack?** | | | | | | |
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| **SOCIAL MEDIA WORKSHOP – KNOWLEDGE TEST, BASIC LEVEL** | | | | | | | |
| **SM6** | **What is the limit for followers of a fanpage?** | | | | | |  |
| 1. 1 000 | | | | | | **1.** |
| 1. 5 000 | | | | | | **2.** |
| 1. 10 000 | | | | | | **3.** |
| 1. There is no limit | | | | | | **4.** |
| **SM7** | **Who has the most important role on the fanpage, or has all the** **permissions?** | | | | | |  |
| 1. Administrator | | | | | | **1.** |
| 1. Editor | | | | | | **2.** |
| 1. Moderator | | | | | | **3.** |
| 1. Advertiser | | | | | | **4.** |
| **SM8** | **What kind of content is the most valuable according to the EdgeRank algorithm?** | | | | | |  |
| 1. Video | | | | | | **1.** |
| 1. Photos | | | | | | **2.** |
| 1. Links | | | | | | **3.** |
| 1. Text | | | | | | **4.** |
| **SM9** | **Which of these options allows you to add video and photos in one entry?** | | | | | |  |
| 1. Upload Photos/Video | | | | | | **1.** |
| 1. Create an Instant Experience | | | | | | **2.** |
| 1. Create Slideshow | | | | | | **3.** |
| 1. Create Photo Album | | | | | | **4.** |
| **SM10** | **Which of these activities has the highest weight?** | | | | | |  |
| 1. Comments | | | | | | **1.** |
| 1. Reactions | | | | | | **2.** |
| 1. Shares | | | | | | **3.** |
| 1. Likes | | | | | | **4.** |
| **SM11** | **Which of these options allows you to pin a post to the top of the page?** | | | | | |  |
| 1. Embed | | | | | | **1.** |
| 1. Pin to top of page | | | | | | **2.** |
| 1. Show in Tab | | | | | | **3.** |
| 1. Hide from Timeline | | | | | | **4.** |
| **SM12** | **What is the first step in the process of establishing a deep relationship between a brand and a customer?** | | | | | |  |
| 1. Awareness | | | | | | **1.** |
| 1. Trust | | | | | | **2.** |
| 1. Loyalty | | | | | | **3.** |
| 1. Partnership | | | | | | **4.** |
| **SM13** | **What activities in a contest are inconsistent with the portal rules?** | | | | | |  |
| 1. Tagging friends | | | | | | **1.** |
| 1. Liking a fan page | | | | | | **2.** |
| 1. Provision of a competition entry | | | | | | **3.** |
| 1. All of the listed | | | | | | **4.** |
| **SOCIAL MEDIA WORKSHOP – KNOWLEDGE TEST, EXTENDED LEVEL** | | | | | | | |
| **SM14** | **The organic range of posts is currently on average:** | | | | | |  |
| 1. 1% | | | | | | **1.** |
| 1. 6% | | | | | | **2.** |
| 1. 9% | | | | | | **3.** |
| 1. 12% | | | | | | **4.** |

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| **SM15** | **Advertising intended to acquire likes for a fan page is:** | | | | | |  |
| 1. Boost a Post | | | | | | **1.** |
| 1. Promote your Page | | | | | | **2.** |
| 1. Get More Website Visitors | | | | | | **3.** |
| 1. Get more Leads | | | | | | **4.** |
| **CONTACT WITH THE MEDIA WORKSHOP (PR)** | | | | | | | |
| **MR1** | **Did you participate in the CONTACT WITH THE MEDIA workshop (PR)?** | | | | | |  |
| 1. Yes | | | | | | **1.** |
| 1. No (please go to question I1) | | | | | | **2.** |
| **MR2** | **At what level did you participate in the workshop?** | | | | | |  |
| 1. Basic (A) | | | | | | **1.** |
| 1. Extended (B) | | | | | | **2.** |
| **MR3** | **On a scale from 1 to 5, please answer the following questions about the CONTACT WITH THE MEDIA Workshop (PR).** | Definitely not | Rather not | Hard to say | Rather yes | Definitely yes | |
| 1. Did the information gained during the workshop increase your competences and skills? | **1** | **2** | **3** | **4** | **5** | |
| 1. Will you use the information gained during the workshop on a daily basis? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop leader have appropriate knowledge and substantive preparation? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop leader provide information in an accessible way? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did you like the attitude of the workshop leader toward the participants? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the leader answer questions and provide additional explanations? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the leader encourage participants to participate actively in the workshop? | **1** | **2** | **3** | **4** | **5** | |
| 1. Was the amount of material presented sufficient? | **1** | **2** | **3** | **4** | **5** | |
| 1. Was the amount of time spent on exercises sufficient? | **1** | **2** | **3** | **4** | **5** | |
| 1. Were the additional materials helpful during the workshop? | **1** | **2** | **3** | **4** | **5** | |
| 1. Was the workshop properly prepared from the organizational point of view? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the atmosphere during the workshop suit you? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop fulfil your expectations? | **1** | **2** | **3** | **4** | **5** | |
| **MR4** | **What did you like during the workshop?** | | | | | | |
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| **MR5** | **What in your opinion did the workshop lack?** | | | | | | |
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| **CONTACT WITH THE MEDIA (PR) – KNOWLEDGE TEST, BASIC LEVEL** | | | | | | | |
| **MR6** | **The most common reason why users do not read all the content of articles on the Internet is:** | | | | | |  |
| 1. Lack of trust in the website | | | | | | **1.** |
| 1. Loss of interest in reading the text | | | | | | **2.** |
| 1. No patience in the search for quick answers | | | | | | **3.** |
| 1. Poorly written, difficult-to-read text | | | | | | **4.** |
| **MR7** | **Which of these differentiators is not recommended for formatting text?** | | | | | |  |
| 1. Bold | | | | | | **1.** |
| 1. Links | | | | | | **2.** |
| 1. Bullets | | | | | | **3.** |
| 1. Writing whole words in uppercase letters | | | | | | **4.** |
| **MR8** | **Information should be written according to the scheme that we call:** | | | | | |  |
| 1. Inverted pyramid | | | | | | **1.** |
| 1. Pyramid of information | | | | | | **2.** |
| 1. Pyramid of validity | | | | | | **3.** |
| 1. Journalism pyramid | | | | | | **4.** |
| **MR9** | **Which of these is not a feature of a good press release?** | | | | | |  |
| 1. Topicality | | | | | | **1.** |
| 1. Redundancy | | | | | | **2.** |
| 1. Neutrality | | | | | | **3.** |
| 1. Imagery | | | | | | **4.** |
| **MR10** | **A photo attached to the information should:** | | | | | |  |
| 1. Be advertising | | | | | | **1.** |
| 1. Show a side aspect | | | | | | **2.** |
| 1. Serve to illustrate the text | | | | | | **3.** |
| 1. Be understood only after reading the text | | | | | | **4.** |

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| **MR11** | **What kind of journalism, next to the press release, can be effectively used for media relations (especially in promoting people)?** | | | | | |  |
| 1. Editorial | | | | | | **1.** |
| 1. Comment | | | | | | **2.** |
| 1. Interview | | | | | | **3.** |
| 1. Feature | | | | | | **4.** |
| **MR12** | **The best time to send information is:** | | | | | |  |
| 1. Morning | | | | | | **1.** |
| 1. Afternoon | | | | | | **2.** |
| 1. Evening | | | | | | **3.** |
| 1. Any time at the weekend | | | | | | **4.** |
| **MR13** | **What materials do journalists usually expect?** | | | | | |  |
| 1. Infographics | | | | | | **1.** |
| 1. Articles | | | | | | **2.** |
| 1. Videos | | | | | | **3.** |
| 1. Photos | | | | | | **4.** |
| **CONTACT WITH THE MEDIA (PR) – KNOWLEDGE TEST, EXTENDED LEVEL** | | | | | | | |
| **MR14** | **What is the first phase of the crisis management model proposed by Mitroff?** | | | | | |  |
| 1. Signal detection | | | | | | **1.** |
| 1. Research and Prevention | | | | | | **2.** |
| 1. Repairing the effects of the crisis | | | | | | **3.** |
| 1. Drawing conclusions | | | | | | **4.** |
| **MR15** | **As part of crisis communication we should not:** | | | | | |  |
| 1. Monitor the media | | | | | | **1.** |
| 1. Inform journalists | | | | | | **2.** |
| 1. Underestimate the problem | | | | | | **3.** |
| 1. Estimate the cost of the crisis | | | | | | **4.** |
| **INTERNET, MAILING, MANAGEMENT OF WEBSITES WORKSHOP** | | | | | | | |
| **I1** | **Did you participate in the INTERNET, MAILING, MANAGEMENT OF WEBSITES workshop?** | | | | | |  |
| 1. Yes | | | | | | **1.** |
| 1. No (please go to question OW1) | | | | | | **2.** |
| **I2** | **At what level did you participate in the workshop?** | | | | | |  |
| 1. Basic (A) | | | | | | **1.** |
| 1. Extended (B) | | | | | | **2.** |
| **I3** | **On a scale of 1 to 5, please answer the following questions about the INTERNET, MAILING, WEB MANAGEMENT workshop.** | Definitely not | Rather not | Hard to say | Rather yes | Definitely yes | |
| 1. Did the information gained during the workshop increase your competences and skills? | **1** | **2** | **3** | **4** | **5** | |
| 1. Will you use the information gained during the workshop on a daily basis? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop leader have appropriate knowledge and substantive preparation? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop leader provide information in an accessible way? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did you like the attitude of the workshop leader toward the participants? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the leader answer questions and provide additional explanations? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the leader encourage participants to participate actively in the workshop? | **1** | **2** | **3** | **4** | **5** | |
| 1. Was the amount of material presented sufficient? | **1** | **2** | **3** | **4** | **5** | |
| 1. Was the amount of time spent on exercises sufficient? | **1** | **2** | **3** | **4** | **5** | |
| 1. Were the additional materials helpful during the workshop? | **1** | **2** | **3** | **4** | **5** | |
| 1. Was the workshop properly prepared from the organizational point of view? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the atmosphere during the workshop suit you? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop fulfil your expectations? | **1** | **2** | **3** | **4** | **5** | |
| **I4** | **What did you like during the workshop?** | | | | | | |
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| **I5** | **What in your opinion did the workshop lack?** | | | | | | |
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| **INTERNET, MAILING, MANAGEMENT OF WEBSITES WORKSHOP – KNOWLEDGE TEST, BASIC LEVEL** | | | | | | | |
| **I6** | **An example of a regional domain is:** | | | | | |  |
| 1. .pl | | | | | | **1.** |
| 1. .com | | | | | | **2.** |
| 1. .waw.pl | | | | | | **3.** |
| 1. .net | | | | | | **4.** |

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| **I7** | **The billing for each click on links in a sent message, as a means of billing for renting a base, is:** | | | | | |  |
| 1. Cost Per Mille | | | | | | **1.** |
| 1. Cost Per Lead | | | | | | **2.** |
| 1. Cost Per Order | | | | | | **3.** |
| 1. Cost Per Click | | | | | | **4.** |
| **I8** | **Which of these is not a feature of a well-prepared marketing email creation?** | | | | | |  |
| 1. Personalization | | | | | | **1.** |
| 1. Large size | | | | | | **2.** |
| 1. Company/Institution Logo branding | | | | | | **3.** |
| 1. Adaptation for mobile devices | | | | | | **4.** |
| **I9** | **Which of these is not a feature of a properly sent newsletter?** | | | | | |  |
| 1. Regular sending frequency | | | | | | **1.** |
| 1. Encouraging the customer to take advantage of an ongoing promotion | | | | | | **2.** |
| 1. Building a continuous bond between the brand and the consumer | | | | | | **3.** |
| 1. Inclusion of information that is difficult to find on the website | | | | | | **4.** |
| **I10** | **The type of license in which the author has waived property rights is:** | | | | | |  |
| 1. CC-NC | | | | | | **1.** |
| 1. CC-SA | | | | | | **2.** |
| 1. CC0 | | | | | | **3.** |
| 1. CC-BY | | | | | | **4.** |
| **I11** | **The first, graphically highlighted, paragraph of text immediately following the title is the:** | | | | | |  |
| 1. Footer | | | | | | **1.** |
| 1. Header | | | | | | **2.** |
| 1. Footnote | | | | | | **3.** |
| 1. Lead | | | | | | **4.** |
| **I12** | **Which of the following is copyright infringement?** | | | | | |  |
| 1. Abuse of the right to quote | | | | | | **1.** |
| 1. Giving the author’s name and surname | | | | | | **2.** |
| 1. Linking to official accounts | | | | | | **3.** |
| 1. Use of content not covered by copyright | | | | | | **4.** |
| **I13** | **The number of visits to a website may be reduced in the case of:** | | | | | |  |
| 1. Creation of valuable content | | | | | | **1.** |
| 1. Non-compliance with SEO rules | | | | | | **2.** |
| 1. Sharing on forums | | | | | | **3.** |
| 1. Installing an RSS plugin | | | | | | **4.** |
| **INTERNET, MAILING, MANAGEMENT OF WEBSITES WORKSHOP – KNOWLEDGE TEST, EXTENDED LEVEL** | | | | | | | |
| **I14** | **Which feature applies to CMS systems with "closed source code"?** | | | | | |  |
| 1. It is created and developed as a product of a company | | | | | | **1.** |
| 1. It is used by a very large number of people | | | | | | **2.** |
| 1. It is shared publicly | | | | | | **3.** |
| 1. For security reasons, it is necessary to update it on a regular basis | | | | | | **4.** |
| **I15** | **Getting better results with positioning can be made difficult by:** | | | | | |  |
| 1. Proper layout of information on the website | | | | | | **1.** |
| 1. Use of keywords in a domain name | | | | | | **2.** |
| 1. Not adapting the site to mobile devices | | | | | | **3.** |
| 1. Fast page loading | | | | | | **4.** |
| **ORGANIZATION OF EVENTS WORKSHOP** | | | | | | | |
| **OW1** | **Did you take part in the ORGANIZATION OF EVENTS workshop?** | | | | | |  |
| 1. Yes | | | | | | **1.** |
| 1. No (please go to question N1) | | | | | | **2.** |
| **OW2** | **At what level did you participate in the workshop?** | | | | | |  |
| 1. Basic (A) | | | | | | **1.** |
| 1. Extended (B) | | | | | | **2.** |
| **OW3** | **On a scale from 1 to 5, please answer the following questions about the ORGANIZATION OF EVENTS workshop.** | Definitely not | Rather not | Hard to say | Rather yes | Definitely yes | |
| 1. Did the information gained during the workshop increase your competences and skills? | **1** | **2** | **3** | **4** | **5** | |
| 1. Will you use the information gained during the workshop on a daily basis? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop leader have appropriate knowledge and substantive preparation? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop leader provide information in an accessible way? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did you like the attitude of the workshop leader toward the participants? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the leader answer questions and provide additional explanations? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the leader encourage participants to participate actively in the workshop? | **1** | **2** | **3** | **4** | **5** | |
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| 1. Was the amount of time spent on exercises sufficient? | **1** | **2** | **3** | **4** | **5** | |
| 1. Were the additional materials helpful during the workshop? | **1** | **2** | **3** | **4** | **5** | |
| 1. Was the workshop properly prepared from the organizational point of view? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the atmosphere during the workshop suit you? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop fulfil your expectations? | **1** | **2** | **3** | **4** | **5** | |
| **OW4** | **What did you like during the workshop?** | | | | | | |
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| **OW5** | **What in your opinion did the workshop lack?** | | | | | | |
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| **ORGANIZATION OF EVENTS WORKSHOP – KNOWLEDGE TEST, BASIC LEVEL** | | | | | | | |
| **OW6** | **In order to acquire event partners, the organizer should develop:** | | | | | |  |
| 1. Invitations | | | | | | **1.** |
| 1. Sponsorship package | | | | | | **2.** |
| 1. Budget | | | | | | **3.** |
| 1. The concept of the event | | | | | | **4.** |
| **OW7** | **The hard costs in the budget are those which:** | | | | | |  |
| 1. Undergo constant modification | | | | | | **1.** |
| 1. Cannot be changed | | | | | | **2.** |
| 1. Can be deleted | | | | | | **3.** |
| 1. Are not obligatory elements of the budget. | | | | | | **4.** |
| **OW8** | **Which kind of event is an event organized for a purpose?** | | | | | |  |
| 1. cultural | | | | | | **1.** |
| 1. regional | | | | | | **2.** |
| 1. one-off | | | | | | **3.** |
| 1. international | | | | | | **4.** |
| **OW9** | **One of the elements to be described in the concept of an event is:** | | | | | |  |
| 1. Budget | | | | | | **1.** |
| 1. Obtaining the relevant licences | | | | | | **2.** |
| 1. Risk potential | | | | | | **3.** |
| 1. The idea of the event | | | | | | **4.** |
| **OW 10** | **The event program does not need to include information about:** | | | | | |  |
| 1. Attractions | | | | | | **1.** |
| 1. Speakers | | | | | | **2.** |
| 1. Name of the compere | | | | | | **3.** |
| 1. Event venue | | | | | | **4.** |
| **OW 11** | **In the Crompton method, the Consumer audience:** | | | | | |  |
| 1. Defines the nature of the event | | | | | | **1.** |
| 1. Identifies the target group of the event | | | | | | **2.** |
| 1. Defines competitive advantages | | | | | | **3.** |
| 1. Adapts attractions to the target audience | | | | | | **4.** |
| **OW 12** | **What is a check-box?** | | | | | |  |
| 1. An element of the event concept | | | | | | **1.** |
| 1. Part of an invitation | | | | | | **2.** |
| 1. Graphical character name | | | | | | **3.** |
| 1. Select button | | | | | | **4.** |
| **ORGANIZATION OF EVENTS WORKSHOP– KNOWLEDGE TEST, EXTENDED LEVEL** | | | | | | | |
| **OW 13** | **Cross-posting is:** | | | | | |  |
| 1. A feature that allows you to stream to all Facebook fanpages that have permissions | | | | | | **1.** |
| 1. Gathering of information on how to enter a Facebook event fanpage | | | | | | **2.** |
| 1. One of the features of a website for analysing content | | | | | | **3.** |
| 1. The name of a live broadcast | | | | | | **4.** |
| **OW 14** | **What is Periscope?** | | | | | |  |
| 1. A content Management System | | | | | | **1.** |
| 1. A graphical Program | | | | | | **2.** |
| 1. An app that you can use to share videos with users of the Twitter social network | | | | | | **3.** |
| 1. An email authoring tool | | | | | | **4.** |
| **OW 15** | **Website responsiveness means:** | | | | | |  |
| 1. Number of clicks/hits on an event page | | | | | | **1.** |
| 1. Customizing the browsed content of a website to the device on which it is viewed | | | | | | **2.** |
| 1. No server error/no possibility to browse the website | | | | | | **3.** |
| 1. The ability to enter content on the website | | | | | | **4.** |
| **NETWORKING** **WORKSHOP** | | | | | | | |
| **N1** | **Did you participate in the NETWORKING workshop?** | | | | | |  |
| 1. Yes | | | | | | **1.** |
| 1. No (please go to question MP1) | | | | | | **2.** |
| **N2** | **At what level did you participate in the workshop?** | | | | | |  |
| 1. Basic (A) | | | | | | **1.** |
| 1. Extended (B) | | | | | | **2.** |
| **N3** | **On a scale from 1 to 5, please answer the following questions about the NETWORKING workshop.** | Definitely not | Rather not | Hard to say | Rather yes | Definitely yes | |
| 1. Did the information gained during the workshop increase your competences and skills? | **1** | **2** | **3** | **4** | **5** | |
| 1. Will you use the information gained during the workshop on a daily basis? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop leader have appropriate knowledge and substantive preparation? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop leader provide information in an accessible way? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did you like the attitude of the workshop leader toward the participants? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the leader answer questions and provide additional explanations? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the leader encourage participants to participate actively in the workshop? | **1** | **2** | **3** | **4** | **5** | |
| 1. Was the amount of material presented sufficient? | **1** | **2** | **3** | **4** | **5** | |
| 1. Was the amount of time spent on exercises sufficient? | **1** | **2** | **3** | **4** | **5** | |
| 1. Were the additional materials helpful during the workshop? | **1** | **2** | **3** | **4** | **5** | |
| 1. Was the workshop properly prepared from the organizational point of view? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the atmosphere during the workshop suit you? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop fulfil your expectations? | **1** | **2** | **3** | **4** | **5** | |
| **N4** | **What did you like during the workshop?** | | | | | | |
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| **N5** | **What in your opinion did the workshop lack?** | | | | | | |
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| **NETWORKING WORKSHOP – KNOWLEDGE TEST, BASIC LEVEL** | | | | | | | |
| **N6** | **Networking is:** | | | | | |  |
| 1. Acquiring knowledge on how to carry out intangible cultural heritage projects. | | | | | | **1.** |
| 1. The most common way to connect computers over broadband networks | | | | | | **2.** |
| 1. Raising funds for charitable purposes via online collection | | | | | | **3.** |
| 1. Creating contacts and maintaining positive relationships for the exchange of information and mutual support in the professional sphere | | | | | | **4.** |
| **N7** | **Which of the following are not creators of intangible cultural heritage?** | | | | | |  |
| 1. Customers and suppliers | | | | | | **1.** |
| 1. Family, friends, followers of a creator’s profile on Facebook | | | | | | **2.** |
| 1. Support and administration organizations | | | | | | **3.** |
| 1. All of the above answers are correct | | | | | | **4.** |
| **N8** | **The main sponsor of an activity belongs to a group of which kind of recipients?** | | | | | |  |
| 1. Strategic | | | | | | **1.** |
| 1. Tactical | | | | | | **2.** |
| 1. Bulk | | | | | | **3.** |
| 1. Observers | | | | | | **4.** |
| **N9** | **Information about a cultural event on a Facebook profile is directed primarily to which audience?** | | | | | |  |
| 1. Strategic | | | | | | **1.** |
| 1. Tactical | | | | | | **2.** |
| 1. Bulk | | | | | | **3.** |
| 1. Observers | | | | | | **4.** |
| **N10** | **Which of the following is not an example of networking activity?** | | | | | |  |
| 1. Promoting creative activities by encouraging recommendations from customers to other stakeholders | | | | | | **1.** |
| 1. Diversification of suppliers by maintaining contacts with different entities | | | | | | **2.** |
| 1. Promotion of well-known bidders, through informal support in tenders avoiding legal regulations | | | | | | **3.** |
| 1. Participation in fairs to establish business contacts | | | | | | **4.** |
| **N11** | **Which of the following is not a principle of networking performance?** | | | | | |  |
| 1. Building as many links with other people and institutions as possible | | | | | | **1.** |
| 1. Cultivating the bonds that you have succeeded in creating | | | | | | **2.** |
| 1. Developing and broadening knowledge based on existing contacts | | | | | | **3.** |
| 1. Passing on unverified information about poor service performance by competitors | | | | | | **4.** |
| **NETWORKING WORKSHOP – KNOWLEDGE TEST, EXTENDED LEVEL** | | | | | | | |
| **N12** | **Crowdfunding is:** | | | | | |  |
| 1. A type of web cloud that stores information about suppliers from different industries | | | | | | **1.** |
| 1. An information portal about cultural events in Europe used by creators of intangible culture | | | | | | **2.** |
| 1. A method of obtaining funding via a platform from registered sponsoring institutions | | | | | | **3.** |
| 1. A method of financing business and cultural ventures through the involvement of a specific group of recipients | | | | | | **4.** |
| **N13** | **Which of the following is not a method of crowdfunding financing?** | | | | | |  |
| 1. Grant from a non-financial reward | | | | | | **1.** |
| 1. Peer to peer lending | | | | | | **2.** |
| 1. Leaseback | | | | | | **3.** |
| 1. Support in exchange for shares | | | | | | **4.** |
| **N14** | **The two main types of crowdfunding projects are:** | | | | | |  |
| 1. All or Nothing, You take how much you collect | | | | | | **1.** |
| 1. All or nothing, Mixed model | | | | | | **2.** |
| 1. You take as much as you collect, Collection with own deposit | | | | | | **3.** |
| 1. Mixed model, Collection with own deposit | | | | | | **4.** |
| **N15** | **Tax issues relating to crowdsourcing funds:** | | | | | |  |
| 1. Are governed by European regulations and are the same in all EU Member States | | | | | | **1.** |
| 1. Are the responsibility of crowdfunding platforms and are settled by them | | | | | | **2.** |
| 1. Crowdfunding is in principle exempt from taxation | | | | | | **3.** |
| 1. Are the responsibility of the organizer of the collection | | | | | | **4.** |
| **CREATING PROMOTIONAL MATERIALS WORKSHOP** | | | | | | | |
| **MP1** | **Did you take part in the CREATING PROMOTIONAL MATERIALS workshop?** | | | | | |  |
| 1. Yes | | | | | | **1.** |
| 1. No (please go to question M1) | | | | | | **2.** |
| **MP2** | **At what level did you participate in the workshop?** | | | | | |  |
| 1. Basic (A) | | | | | | **1.** |
| 1. Extended (B) | | | | | | **2.** |
| **MP3** | **On a scale from 1 to 5, please answer the following questions about the CREATING PROMOTIONAL MATERIALS workshop.** | Definitely not | Rather not | Hard to say | Rather yes | Definitely yes | |
| 1. Did the information gained during the workshop increase your competences and skills? | **1** | **2** | **3** | **4** | **5** | |
| 1. Will you use the information gained during the workshop on a daily basis? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop leader have appropriate knowledge and substantive preparation? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop leader provide information in an accessible way? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did you like the attitude of the workshop leader toward the participants? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the leader answer questions and provide additional explanations? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the leader encourage participants to participate actively in the workshop? | **1** | **2** | **3** | **4** | **5** | |
| 1. Was the amount of material presented sufficient? | **1** | **2** | **3** | **4** | **5** | |
| 1. Was the amount of time spent on exercises sufficient? | **1** | **2** | **3** | **4** | **5** | |
| 1. Were the additional materials helpful during the workshop? | **1** | **2** | **3** | **4** | **5** | |
| 1. Was the workshop properly prepared from the organizational point of view? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the atmosphere during the workshop suit you? | **1** | **2** | **3** | **4** | **5** | |
| 1. Did the workshop fulfil your expectations? | **1** | **2** | **3** | **4** | **5** | |
| **MP4** | **What did you like during the workshop?** | | | | | | |
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| **MP5** | **What in your opinion did the workshop lack?** | | | | | | |
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| **CREATING PROMOTIONAL MATERIALS WORKSHOP – KNOWLEDGE TEST, BASIC LEVEL** | | | | | | | |
| **MP6** | **What are the three elements of a logo?** | | | | | |  |
| 1. Logotype, slogan, header | | | | | | **1.** |
| 1. Logotype, signet, header | | | | | | **2.** |
| 1. Logotype, slogan, signet | | | | | | **3.** |
| 1. Slogan, signet, header | | | | | | **4.** |
| **MP7** | **A CC-BY License:** | | | | | |  |
| 1. Requires attribution of the author | | | | | | **1.** |
| 1. Requires derivative works to be made available under the same license | | | | | | **2.** |
| 1. Does not allow commercial use | | | | | | **3.** |
| 1. Does not allow changes | | | | | | **4.** |
| **MP8** | **The so-called DL format is:** | | | | | |  |
| 1. Business cards | | | | | | **1.** |
| 1. Leaflets | | | | | | **2.** |
| 1. Poster | | | | | | **3.** |
| 1. Billboard | | | | | | **4.** |
| **MP9** | **The largest external advertising format is:** | | | | | |  |
| 1. Roll up | | | | | | **1.** |
| 1. Poster | | | | | | **2.** |
| 1. Leaflet | | | | | | **3.** |
| 1. Billboard | | | | | | **4.** |

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| **CREATING PROMOTIONAL MATERIALS WORKSHOP – TEST OF KNOWLEDGE, EXTENDED LEVEL** | | |
| **MP10** | **The file formats for raster graphics are:** |  |
| 1. JPG, SVG, EPS | **1.** |
| 1. PNG, SVG, EPS | **2.** |
| 1. JPG, PNG, TIFF | **3.** |
| 1. SVG, EPS, SWF | **4.** |
| **MP11** | **The main advantage of vector graphics is:** |  |
| 1. Wide colour palette | **1.** |
| 1. Good photo reproduction | **2.** |
| 1. Scalability | **3.** |
| 1. Ability to carry out retouching and photomontage | **4.** |
| **MP12** | **What colours does the CMYK mode consist of?** |  |
| 1. Red, green, blue, black | **1.** |
| 1. Cyan, magenta, yellow, black | **2.** |
| 1. Cyan, magenta, yellow, crimson | **3.** |
| 1. Red, magenta, yellow, black | **4.** |
| **MP13** | **Which of these colours in the most obvious way is associated with nature?** |  |
| 1. Green | **1.** |
| 1. Yellow | **2.** |
| 1. Blue | **3.** |
| 1. Orange | **4.** |
| **MP14** | **Fonts that do not have additional decorations belong to the group of fonts that we call:** |  |
| 1. Simple | **1.** |
| 1. Serif | **2.** |
| 1. Sans serif | **3.** |
| 1. Internet | **4.** |
| **MP15** | **Which of the following is an example of a serif font?** |  |
| 1. Times New Roman | **1.** |
| 1. Arial | **2.** |
| 1. Futura | **3.** |
| 1. Trebuchet MS | **4.** |

**RESPONDENT PROFILE**

|  |  |  |
| --- | --- | --- |
| **M1** | **Gender of respondent:** |  |
| 1. Male | **1.** |
| 1. Female | **2.** |
| **M2** | **Age of Respondent:** |  |
| 1. 18-34 years old | **1.** |
| 1. 35-54 years old | **2.** |
| 1. 55 years old and up | **3.** |
| **M3** | **Residence:** |  |
| 1. Village | **1.** |
| 1. Town below 15 thousand residents | **2.** |
| 1. Town with 15-50 thousand residents | **3.** |
| 1. City with over 50 thousand residents | **4.** |
| **M4** | **What is your education?** |  |
| 1. Basic (and middle school) | **1.** |
| 1. Vocational | **2.** |
| 1. Secondary | **3.** |
| 1. Higher (I and/or II degree) | **4.** |