EVENT PLANNER SURVEY
### Event Preparation

1. **How useful did you find each of the following items when planning your event?**

<table>
<thead>
<tr>
<th>Item</th>
<th>Very Useful</th>
<th>Useful</th>
<th>Not Useful</th>
<th>Didn’t Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Planner’s Guide</td>
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<tr>
<td><em>Before the Killing Begins</em>  DVD</td>
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<tr>
<td>Moderator’s Guide</td>
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<td>Discussion Guide</td>
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<td>Event Posters</td>
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<td>Event Participant Survey</td>
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<td>Digital Resources CD</td>
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<tr>
<td>Other Stanley Foundation</td>
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<tr>
<td>Materials</td>
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</table>

2. **How did you promote the event?**

- [ ] Supplied *Before the Killing Begins* posters
- [ ] Cosponsors
- [ ] Through other organizations
- [ ] Community/media/campus calendars
- [ ] Media (newspaper, radio, TV)
- [ ] Other (please specify)

### About the Event

3. **If your event was held under the auspices of or was sponsored by an organization(s), please provide the organization(s) name:**

________________________________________________________________________
________________________________________________________________________

4. **Approximately how many people attended your event?**

- [ ] 1–10
- [ ] 11–20
- [ ] 21–30
- [ ] 31–40
- [ ] 41–50
- [ ] 51–100
- [ ] Over 100

5. **When was your event held?**

6. **Where was your event held?**

7. **What was the approximate age of the majority of the audience?**

- [ ] Under 18
- [ ] 18–24
- [ ] 25–30
- [ ] 31–40
- [ ] 41–50
- [ ] 51–60
- [ ] Over 60
8. Was there media coverage of your event?  □ Yes  □ No
   If yes, who and what media outlet did they represent?

9. Did you host a discussion following the film?  □ Yes  □ No
   If yes, approximately how long did the discussion last?
   □ 5–15 minutes  □ 16–30  □ 31–45  □ 46–60  □ 61–90  □ Over 90

11. How much did each of the following materials contribute to the film’s discussion?

<table>
<thead>
<tr>
<th></th>
<th>A Lot</th>
<th>Somewhat</th>
<th>Little</th>
<th>Not at All</th>
<th>Didn’t Use</th>
</tr>
</thead>
<tbody>
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<td>Discussion Guide</td>
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<td>Moderator’s Guide</td>
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<td>Other Materials</td>
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</table>

12. How would you rate your event?
   □ Very Good  □ Good  □ Acceptable  □ Poor  □ Very Poor

13. How prepared did you feel for the film viewing and discussion?
   □ A Great Deal  □ Much  □ Somewhat  □ Little  □ Not at All

14. What else would have been helpful for your preparations?

15. Did you use the provided Event Sign-In Sheet?  □ Yes  □ No
   If no, why not?

16. Did you use the provided Event Participant Survey?  □ Yes  □ No
   If no, why not?

17. Do you plan to follow up with those who attended this event?  □ Yes  □ No
   If yes, how?

18. Overall, do you feel that the Now Showing toolkit provided you with everything you needed to host a successful event?  □ Yes  □ No

19. What suggestions do you have for improving future Now Showing toolkits?
20. **Would you like to see more Now Showing toolkits like this one?**
   - [ ] Yes  
   - [ ] No  
   - [ ] Depends on the topic

21. **Would you be interested in hosting an event like this one again?**
   - [ ] Yes  
   - [ ] No  
   - [ ] Depends on the topic

22. **If you answered yes to either of the two above questions, what US foreign policy related topics would be of interest to you/your organization?**

23. **Do you have any other comments about the toolkit, the Before the Killing Begins: The Politics of Mass Violence DVD, or other resources provided?**

Thank you for your feedback. Please return your completed survey to The Stanley Foundation, 209 Iowa Avenue, Muscatine, IA, 52761 using the self-addressed envelope enclosed in your toolkit. Or complete the survey online at [www.stanleyfoundation.org/btkb-online-toolkit.cfm](http://www.stanleyfoundation.org/btkb-online-toolkit.cfm).

*Please note that if you return this survey, plus the Event Sign-In Sheet and Event Participant Surveys, by mail within 30 days of your event, we will give you a complimentary $5 Starbucks Card. If you return all three within 30 days of your event online at [www.stanleyfoundation.org/btkb-online-toolkit.cfm](http://www.stanleyfoundation.org/btkb-online-toolkit.cfm), we will give you a complimentary $10 Starbucks Card!*

Also, if you would like to receive *think.* (the Stanley Foundation’s monthly e-newsletter) and be notified of the newest issues of *Courier* (the foundation’s magazine), please provide your e-mail address below.

Name: _________________________________________________________________________

Mailing Address: _________________________________________________________________________

City: _________________________________________________________________________  State: __________  Zip: __________

E-mail: _________________________________________________________________________