

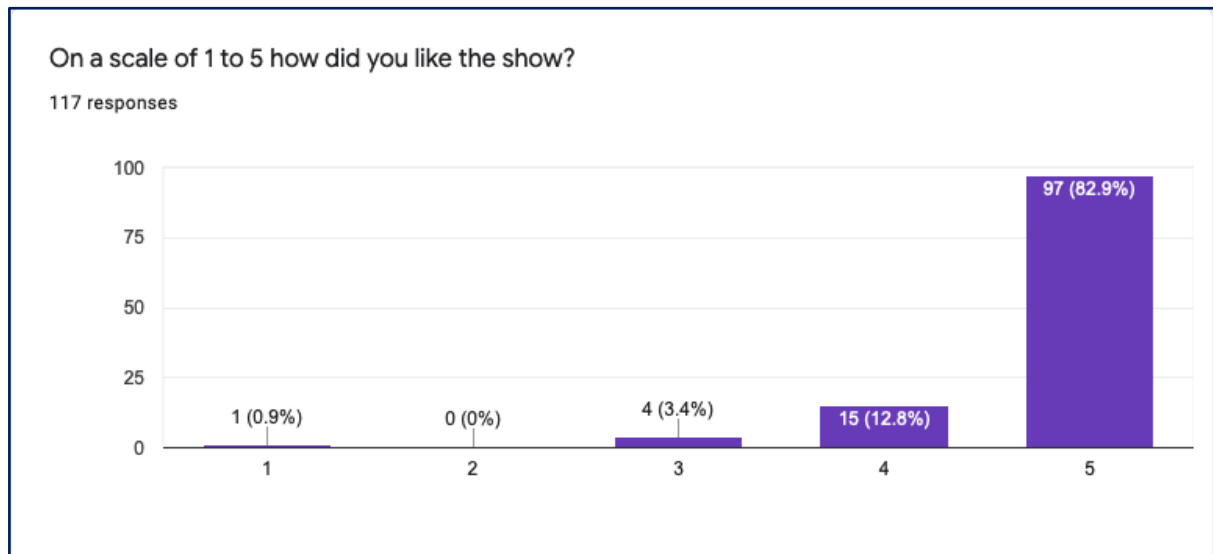
Gauge O Guild Virtual Show

1. Feedback by source

Forms which can be completed via an entry point at the bottom of each Show Page. 117 received by Wednesday 4 November at 13:00.

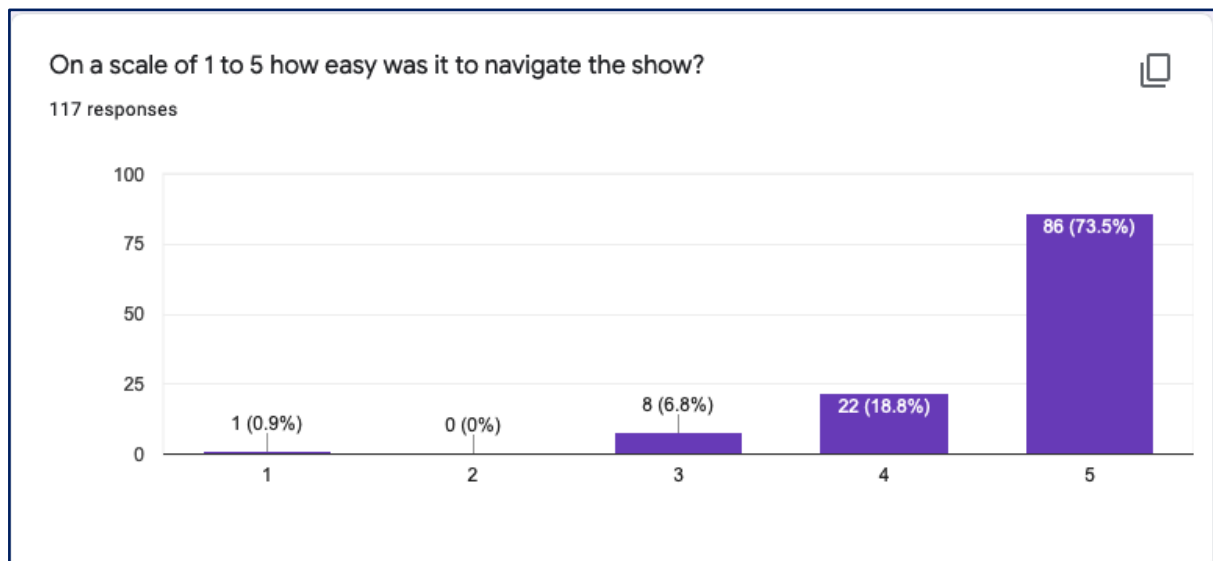
Q1.

On a scale of 1 – 5 how did you like the show? (1 = Did not like. 5 = Like a lot)



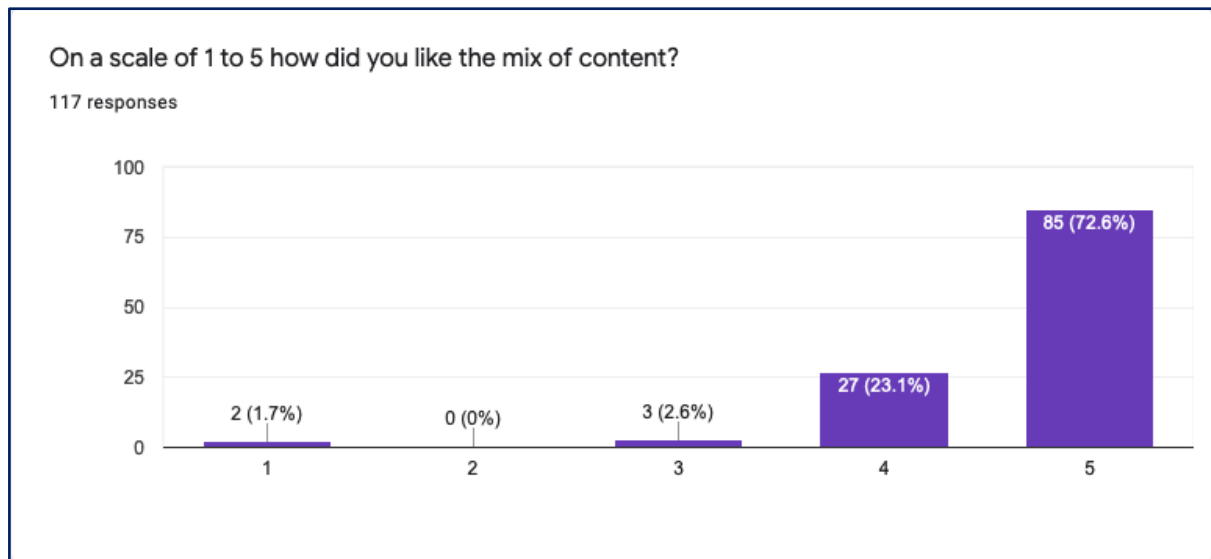
Q2.

On a scale of 1 – 5 how easy was it to navigate the show? (1 = Difficult to navigate. 5 = Very easy to navigate)



Q3.

On a scale of 1 – 5 how did you like the content mix? (1 = Did not like the mix of content. 5 = Liked the mix of content)



Q4.

Thinking about the content mix, do you have anything else you would like to let us know? 57 responses.

Positives / great mix / cannot be better (23)

- Especially liked seeing layouts at home or in the garden
- Like the fact you can stop and start a video to rewind and recap
- Especially liked things like 3D printing and Fusion 360

Wider range of demonstrations (12)

- More for beginners
- Include CNC and more 3D Printing
- More construction demonstrations
- More work in progress
- How to program a sprog
- Fitting decoders to a Heljan loco
- More live demos rather than video but rather than all day build – focussed topic
- Some videos were too basic

Wider range of layouts (8)

- More at home but differing standards not just exhibition standard (2)
- More international
- More narrow gauge
- More coarse scale
- Greater mix of eras – many were late steam

- Some layout videos too long – just running without a story board
- Some videos too short

Comments about traders (5)

- More traders should take the opportunity to discuss new / recently released products
- Miss browsing the traders stands and handling products
- Miss having a 1:1 with the trader

General ideas about content mix (4)

- Have a chat room
- Forget Zoom and Facebook – use YouTube for presentation format
- Keep Zoom and You Tube – ditch Skype and Facebook
- Keep the videos for longer future reference
- How do we make this accessible to people who do not have the internet?

Missing content (5)

- Bring & Buy
- Where to buy demonstration items e.g. horn blocks and four track parts
- Tin plate / clockwork / Bassett Lowke – the origins of O gauge
- Battery electric

Q5.

Thinking about the navigation, do you have anything else you would like to let us know? 45 responses.

Positives / easy navigation / cannot be better (27)

- At one time I had three videos running on my phone at the same time
- Having only one glitch was really good (Monksbury on FB)
- Return to Main Hall Button was invaluable

Improvements (18)

- Make the entry obvious – did not realise you had to double click on Doors Open picture
- Make feedback form easier to access
- Don't like Facebook / did not like it but managed
- Use one broadcast route not four (Skype / Zoom / You Tube / FB)
- Gave up on Zoom – too fiddly and did not like seeing myself on computer screen
- Zoom issues – stuck on 'download and run'
- Competition hard to view – better to have one album per entry

Q6.

Thinking generally about the virtual show what did you like most? 100 responses.

Positive / everything / planning commitment / navigation and structure (12)

Layouts (24)

- Especially those you would not see otherwise
- Level of viewing better than at shows

Ease of attending (10)

- No queues
- No crowds
- Cannot normally attend shows
- Not noisy
- So much more time than rushing around Telford in one day

Demonstrations (31)

- 3D CAD Printing
- Wheel turning could not be seen at a show
- White metal soldering
- Learning new techniques

Mixture and range of exhibits (6)

- Some people commented about two things in one

Q7.

Thinking generally about the virtual show, what can be improved?. 84 responses.

Positive / nothing to add / praise for team (31)

- Virtually perfect!

Make it an annual event / do it more often / do it again (6)

Video comments (14)

- Some layouts had background music which was too loud / distracting / needed a story board so you knew what was running
- Demonstrators video work varied – some shots obscured
- Jerkiness in some videos / need consistent quality
- Some videos too long / some videos too short – go for

More traders promoting their products (11)

- More traders interacting
- More traders who do not have websites
- More small trader demonstrations
- Ability to talk to the trader

Review broadcast platforms (6)

- Ditch Facebook and Zoom – just use YouTube
- Just use Zoom and Skype
- Zoom worked well but allow live chat
- Difficulty with zoom
- Couldn't get in – have enter here on main picture

General comments (16)

- Next time I'd pay
- Do it again
- It can't replace meeting friends
- Provide a longer viewing period
- Give more space on the form for open feedback
- Publicise it wider to OO people
- Weigh up the costs of the virtual show. No income and lots of time and IT commitment
- Provide a chat room or virtual pub
- Video from President
- Grammar corrections – apostrophe in wrong place
- Make competition closing time clearer

2. Emails sent to Jackie Kneeshaw or via Artytype

10 received.

- All very positive and all sending thank you to the team
- One member wishes to make a donation
- Better than other virtual shows
- Interesting, informative and professional
- One requesting a link to revisit
- Very informative even though I am not an O gauge modeller

3. Forum posts

90 posted, but some of the posts are Jackie and the team members providing information / answering queries.

Very positive feedback posts (50)

- Really valued by those overseas and those who would not / cannot normally attend

Difficulties noted:

- Sound on some videos
- Avoid overlapping sessions
- Risk of divorce by looking at the show too long
- How to find help desk
- Cannot enter the show

- Monksbury and Cornwall O gauge website not working
- Google chrome issues
- Cannot find competition winners
- Dapol announcement was late
- Need more live streaming – the rest can be accessed via other means

4. Other social media sites – Facebook / RM Web / Western Thunder

Very positive plus a couple of queries about how to join the show

5. General comments on the day and telephone feedback

- Entry difficulties
- Zoom difficulties
- Have help desk outside show
- Have more individual sessions by Zoom or You Tube on a regular basis
- Have another show in spring
- Extend the viewing period to the end of lockdown
- Visit layouts around the world
- More international member presentations
- Meet the Zoom sessions
- Trade show at Christmas please
- Demonstration evenings
- Have a chat room
- Have a show and tell area

6. Some quotes

Positives

“Seeing familiar faces, seeing people for the first time, seeing that there is quite a lot of modern images despite the Guild Talk sceptics, looking at trade sites I wouldn't normally seek out, watching techniques I admire but don't have the skill to copy, seeing new techniques eg 3D in practice.”

“I am a Jehovah's Witness and this organisation has being using Zoom for congregation meetings around the world since about March. While I have not been an 'operator' I have seen some of the difficulties of getting many people with different equipment and skill levels all together. The success of the virtual show proves to me the dedication and effort of yourself and the team around you for the videos and even more the live parts all coming together. A truly excellent day, and still a bit more to watch.

I did enter a loco in the competition, the first time ever at a GOG event as I don't attend Guildex on the Sunday when the competition is normally on.

So from me my very a grateful thank you to you and the team. More than worth my £30/year subs”.

“I'd like to add that how nice it was to have our members from Overseas being able to visit and join in with the Live events on the day. I know that Nigel Paine's demonstration had visitors from New Zealand, Bangkok and Germany, and I am aware that other sessions also had participants from mainland Europe. Feedback on the day from members of Arge Spur 0 were very complimentary, and they all thanked the Guild for engaging us all in this way.

Additionally, we have three new members from Germany, and one from Sweden who have all joined since Saturday. Welcome to you all.

A huge, huge, HUGE thank you to all the team who put this together for our benefit since it's inception. I know from Peter Reynolds, how much work he has been involved with, and I know it must have been the same for others in the Events, IT/Web and Publications teams, who have spent countless hours over the last few months working on this. Looking forward to the next chapter.....”

“I live in Ottawa and would just like to add my thanks to all those who put in the time and effort to make this possible, I have had a thoroughly enjoyable day. I thought the show was entertaining, informative and inspiring and I hope that you consider doing it again in the future”.

“Likewise – the range of videos and content was brilliant. I was also really impressed with the production of the videos, I don't think there was a poor one among them, a range of different styles but all of them extremely well produced.

Overall I think the structure worked very well and everyone who worked so hard to make it a success should be commended. I suppose the one suggestion I would have for the next virtual show would be to consider to have a "virtual bar" area. I think one of the things missing was the odd little chat area where you could organise a quick meet with a couple of people or you just bump into people and have a chat for 5-10 minutes. I'm not sure how you can work it in a virtual show but something maybe to consider for the next one”.

“I have MS, getting out and about is difficult. This was wonderful for me as I look around and enjoy the show WITHOUT LEAVING MY ROOM. Thank you very much to everyone involved in setting up this marvellous visual show”.

“There were things shown that would not be possible at a 'physical' show, so I think that's brilliant. I particularly enjoyed the machining and demonstration videos. Well done Jackie and team!

Interestingly I would not normally spend that much time looking at videos on the internet, but because it was packaged as an event it was somehow more compelling and I was watching stuff most of the day.”

Suggestions for Improvement

"You will be under pressure to do more shows. Don't be tempted to do the same again because it worked. Interest will soon wane. Inevitably, there won't be the same excitement the second time around. Focus on the things that worked well and develop them. Chuck out the stuff that didn't, even if that makes the show smaller. Make sure people realise a future show isn't just a repeat".

"Maybe some of the video demonstrators might give a little more thought to their camera placements etc.? Our American cousins do this very well on their You Tube videos . . ."

"Some layouts had background music which was too loud / distracting / needed a story board so you knew what was running"

"The competition should be restricted to "all my own work" entries."

"The traders area - more use of demo videos please. I'd suggest GOG host a demo stand for smaller traders' products."

"More live content would be great if possible."

"The sound. The sound varied so much probably due to the equipment used but if the quality could be increased that would be great for those of us afflicted with bad ears".

"Some videos were very long (and so high data use on my mobile) and others very short. Could there be a better balance, perhaps with a choice of 5-15 min highlights and a full layout video?"

"Bring the members wants and sales section of the Guilds website more into the "hall", I'm missing the bring and buy of shows"

"Enlisting more people to publicise it, to increase participation by non-members - especially 4mm modellers thinking of moving up a scale."

"Perhaps have an entry button on web page of the Guild Website"

"Remembering your audience who might not be the most social media savvy I would stay within the same broadcaster rather than flicking between Facebook, zoom, and utube".

"From the feedback the Show was a resounding success. And members want another in Spring 2021. But I just wonder how costs stack up ie A normal Show with expensive Hall and other costs but with admission and traders fees, compared with a virtual one with IT costs and all the voluntary work put in. ie Will we be quids in with this Covid approach?"

"My only comment was it was not clear from the advance notices how to get into the exhibition considering you indicated that certain sessions were by Skype, ZOOM or another tool which had me wondering what tool do I have to use to see the various parts of the show? Somebody told me that everything was accessed via the Guild website. Maybe the access process could have been clearer".

“Would be great if you can keep the modelling techniques videos somewhere else on the website after the show has finished - they could be really useful for future reference”

“Maybe more demonstrations - e.g. laying track, buildings, scenery”