

Using data effectively | Hints and Tips



BITLEY

Create unique QR codes on physical posters to keep track of which locations give the best engagement

Create unique URL links to keep track of the number of visits on certain online resources / eventbrite collections etc



FORMS

Use Google Sheets or MS Forms to check people into sessions and ask also ask 3 questions passively for co-production projects

Use the same sheet to ask people demographic info and if they would like to be a volunteer or receive information from the PCF



ZAPIER

Use Zapier to help you manage the data you collect. Set a Zap to automatically email everyone who says they would like to volunteer

Zapier can also manage admin. For example, when you publish an event on Eventbrite, it could automatically add the date to your team diary.

