

2. ADMINISTRATION

Good organisation and administration will help your event run smoothly and ensure the right information gets out to the public.

2.1. Contact details

Although you might be the person who initiated your building's involvement in DOD, you may not be the person who actually has to organise the event. Equally, although you may be the Chair or Secretary of your organisation, another person might be coordinating the event. Make sure the area coordinator knows who the best person to contact is.

2.2. Stick to deadlines

Your area coordinator will ask you to submit information to them by certain dates. This is for a reason, and most commonly, it is so they can prepare the information for a leaflet or organise press coverage. If you want the best chance at getting visitors, stick to the deadlines. If you think you are going to miss a deadline, tell your coordinator as soon as you can.

2.3. Check your details

Accurate information is crucial if you are to have a successful event. So check all the details, even if they have been the same for several years. Double check your address, opening hours and any telephone numbers or email addresses that you are including. Sometimes a fresh pair of eyes will find it easier to spot a mistake so get someone else to read your event or building description.

Give people the information to decide whether they want to visit and whether they can visit. If there are 20 steps to reach the building and no alternative way of getting in, make sure potential visitors know. Equally, if you're offering free cups of tea, make sure the public knows!

2.4. Changes to your information

If you have submitted information which gives your opening hours as 10am-4pm – then make sure you *are* open during those hours. If you have no option but to change some details, or even cancel, then tell your area coordinator straight away. Do not wait until the last minute.

2.5. Surveys

Evaluating the success of Doors Open Days through surveys is crucial to its ongoing development and funding.

You can get copies from the national website www.doorsopendays.org.uk in the Resources / Surveys and Forms section or your area coordinator may supply them directly.

Direct link: <http://www.doorsopendays.org.uk/opendays/resources.aspx?category=17>

Visitor Surveys

Every year we try to find out about the people who visit open days. This is so we can organise good publicity and provide the right information at the right time. It also helps us to prove with hard facts and figures how important Doors Open Days is to our funders and supporters, both locally and nationally.

Getting visitors to fill them in can be very simple, and there are few things you can do to help:

- If you are able, put the surveys in a prominent place at your venue
- Provide pens, a chair and table or surface to write on
- Remind visitors that there is an incentive for filling out a survey - the chance of winning a lovely book on Scottish architecture!
- If asked, explain the value of the surveys and reassure visitors that their details will be treated confidentially. Where contact details are left, SCT will not pass them on to a third party.
- If possible, make it someone's 'job' to hand out surveys or approach visitors. If visitors understand why it is important, they are more likely to fill out a survey and won't mind being approached.
- If there is no suitable spot for visitors to fill out surveys, then some visitors may be willing to take them home and send them directly to me
- Your area coordinator will let you know where you should send the completed surveys: either to the Scottish Civic Trust directly or to them. Some coordinators may plan to collect the surveys from you.

Building owner / event organiser surveys

These are for you to fill out and tell us about your experience of taking part in DOD. If you have suggestions for how to organise or publicise the event in the future, this is your opportunity to tell us. Likewise we want to hear what you thought of your own event. Was it popular? How many visitors did you get?

2.6. Memories

You'll often find that the people visiting you have a personal connection to your site. They may have great stories and you could find a way of recording what they have to say. You can make a written note of what they say or you could use a digital camera or mobile phone to record a short video of them. Most modern cameras and phones allow you to record video or audio files. Make sure you have permission from them to use the files and make it public.

Once you have the anecdote or story, get in touch with the Scottish Civic Trust and we might be able to post it on the national website!

2.7. Scottish Archaeology Month (SAM)

SAM is the parallel, archaeological version of DOD. It runs throughout September, not just at weekends and, like DOD, is part of the European Heritage Days network of events.

If there is an archaeological component to your site or event, consider contacting Archaeology Scotland who coordinate SAM and register your details (see Contacts page of Handbook). If your site has been subject to archaeological work, you could create an exhibition or activity based on this. There might have been some interesting archaeological finds in the area which you might want to tell people about or you might think about hosting an archaeological group or society at your venue. The deadlines for participation in SAM are usually around May, so get in touch with Archaeology Scotland at the earliest opportunity.

By taking part, your event will be listed alongside other SAM events, increasing publicity and drawing in a new audience. As with DOD, your event must be free.