

Short, end-user beneficiary interviews

In our [Project Observation Methods](#) resource, we described attending a 'live' event. This is beneficial in putting you in contact with the end-users of a project, those audiences or other public groups that the project aimed to engage. Speaking to these people, even briefly, might be the ultimate proof that the project has achieved its goals.

Introduce yourself

Therefore, in addition to just *observing*, you might agree with the stakeholders that you will conduct short interviews with the audience at the event. This can be as casual or formal as appropriate, but it is good practice for the event host to introduce you at the start. This ensures people won't be surprised or caught off guard when you approach them.

Easy, brief questions

Unlike other interview methods we've talked about, you will have fewer questions, maybe only two or three, and these should be very easy for the other person to answer, e.g.:

What have you made of the event today?

What were you hoping for?

Has it met that expectation?

These might seem like short, quite innocuous questions, but they would hope to gather a sense of whether the event was fairly and accurately promoted, and the extent to which it has been valuable for people. Each 'interview' should take 1-5 minutes at the most.

Coffee breaks

Refreshment breaks or any lull in activity, perhaps in a workshop context where people go into group activities, are good times to draw people away for these kind of quick chats.

Captive audience

The benefit of these brief interactions is that you can gather testimony from more people in a concentrated period of time than you would during a day of interviews. Also consider the effort it would take to try and organise individual interviews with each of these event participants - here you have them all in the room at the same time. Even if the host prefers you to do the interviews immediately following their event, this may still be an easier way to talk to people.

Record and analyse

As long as participants consent, recording on a mobile phone and making notes will be helpful here. Then in the analysis, you should find that certain themes come out of those recordings, as the audience's consensus.



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