



Why is evaluation important?

Evaluation allows you to understand what worked well and what could be improved in your projects. By reflecting honestly on the creative process and your final work, you learn how to improve as an artist, creative thinker and leader. Acting on constructive feedback will enhance your ability to prepare and pitch for future work. A successful pitch can lead to a commission, which provides guaranteed work.

Responding to feedback

After pitching to a commissioning panel, you will receive feedback. It is crucial to respond professionally and use the feedback constructively.

- **Acknowledge:** Always thank the panel for their time and feedback, either in writing or digitally.
- **Analyse:** Read the feedback carefully. You may not agree with all of it, and it is important to be able to defend your creative choices. Analyse the feedback and organise it into three sections:



The planning
of the event



The promoting
of the event



The pitching
of the event

Evaluate the planning of the event

- **Market research:** How was this carried out? Was it successful? Did it help you identify your target audience?
- **Target audience:** Did you aim your event at the right group of people?
- **Venue:** Was the venue the correct choice in terms of hard costs and accessibility for the public? Was the environment suitable for the event?
- **Budget:** Was your budget realistic? Did you manage your funds successfully?
- **Timescale:** Was the timeline manageable, or did you need more time?
- **Staff:** Did your production team have the right skills? Were they the best value for money?

Evaluate the promoting of the event

- **Strategies:** Did the strategies reach your target audience effectively? Explain your reasons.
- **Challenges:** Were there any challenges with the strategies you chose to promote your event? Explain your reasons.
- **Costs:** Did the costs of promoting an event stay within your budget?

Evaluate the pitching of the event

When looking back through your presentation and pitch delivery, consider the following:

- **Structure and visuals:** Was your presentation clearly structured and visually engaging?
- **Language:** Was your language professional and appropriate for the panel?
- **Delivery:** How were your body language and tone of voice? Did you show confidence?
- **Vocal skills:** Consider your diction, projection and clarity. Was your pace effective?
- **Questions:** How well did you handle questions from the panel?

Reflection

Reflecting on your own performance and feelings is key to personal growth. Consider how you felt during the different stages: motivated, organised, nervous or overwhelmed. Understanding your emotional responses helps you identify your strengths and areas for development.

- **Celebrate your strengths:** Recognising what you did well builds confidence and shows you which skills to apply again.
- **Identify areas to develop:** Being honest about the challenges you faced is where you will grow the most as an artist.

Creating an action plan

An action plan turns your reflection into concrete goals. For each area (planning, promoting, pitching), you should identify the following:

- **Strengths:** What you did well.
- **Areas for improvement:** What you found challenging or could have done better.
- **Targets for next time:** Specific, practical steps you will take to improve in the future.

This process ensures that you are constantly learning and developing your professional skills, preparing you for future work.