Interview Guide

Interview Goals
- Seeking to learn about your experience with hosting events
- For use in an academic context
- Information used will with synthesized anonymously, in the format of user personas, to guide design decisions
- Recording Audio Only?

Chill Chat/ Rapport Building

Interview Questions
- How much experience do you have hosting events?
- What kinds of events do you have experience hosting?
- Tell me more about these experiences.
    - What inspired you to put on this event?
    - What is the scale of this/these events?
        - How did you determine the size?
    - **Walk me through your process of planning events?**
    - Biggest challenges faced?
        - With this/these challenges, is there anything you think could have helped make the process a bit smoother?
    - **What tools, if any, did you use for planning? (organizing)**
- How did you reach your intended audience with information about your event?
    - What tools/technologies/social media/other did you use for **outreach**?
    - Was there a financial investment in the promotion of the event? If so, how much?
        - How did you determine this budget?
    - Did you feel like you reached your desired event size/scale?
- **Magic Wand:** If there is one thing you would add or change about any of the tools you used or event process in general, what would it be?
- Do you ever collect feedback from attendees on hosted events? If so, how did you collect this information?
- Is there anything I didn't ask about that you would like to share?