ACTION OBSERVATION SHEET

Use the sheet on the next page to track **how audiences are responding to the different parts of your action in real time**.

Some tips:

- You can tally the number of instances of attention, interest, interactions, etc. as they occur (or if there's just too much happening, you can do a more general number estimate or check mark).
- This is an example — you can create different rows and columns. For instance, you can make rows for when people are arriving, when they start parading, when singers start singing, when the confetti cannons go off, etc. — adjust to fit your action. Edit your own version of this sheet here.

Use the data to see what is or isn't resonating with your audience(s), what you want to do more of, and what you might want to scale back or change in the next iteration.

Time	Attention stops and takes notice	Interest gets closer/ smiles/ nods/points/ talks to friends	Uninterest looks bored or confused	Anger looks upset or mad	Interact laughs/claps/ calls out	Participate asks questions/ joins discussion (note what people say/ask)	Document takes photo/ video
1st Section or 1st 10 minutes							
2nd Section or 2nd 10 minutes							
3rd Section or 3rd 10 minutes							
4th Section or 4th 10 minutes							
5th Section or 5th 10 minutes							
6th Section or 6th 10 minutes							
Observer Name		Location		Date		Experiment #	