

As part of **Cerealia** 2012, thanks to the collaboration of AIESEC Rome, we conducted a survey among the public of the festival, to verify:

- a) the interest of the audience to the planned activities, both in terms of content and organizational skills;
- b) any interest and willingness to participate in more than one event in calendar;
- c) the effectiveness of communication and promotion media and tools used to publicize the festival to the public.

This was a first test checks on the festival audience; we plan to repeat it for the edition 2013 - certainly in a more organic and widespread - in order to collect the largest number of suggestions, opinions, comments, to improve even more the quality of the organization and the program of the event.

The data were collected through direct interviews to the public, conducted by AIESEC students at various events. Below is a summary of the assessments for the three areas of inquiry:

- a) The public generally liked very much the initiative, considering it interesting and timely, useful in order to raise awareness to the issues addressed and on multiculturalism. Who had participated in the first edition, has noticed the improvement occurred in the second. Someone asked us to take more risks and deal with new arguments, pointing to a wider network of relationships and contacts, involving young people in particular, going beyond the niche audience, work on more in-depth debates.
- b) Almost all participants have confirmed their interest in participating in more than one event in the program.
- c) The majority of the public was aware of the festival through word of mouth and / or the partners' network. Fewer in number knew about it through media and festival's website. Someone had already participated in the first edition. More than one person has pointed out that it would need more publicity and that it was a shame the event wasn't very present in the media or on dynamic advertising.

REFLECTIONS ON THE RESULTS OF THE SURVEY

We are aware that many of the limitations reported by the public, are due to the fact that the festival has been achieved so far with few economic resources and through the efforts of a team of professionals who have given their services on a voluntary basis.

Clearly, this severely limits our operations: we would like to enriching the cultural offer, expanding the network of relationships, to attract the interest of potential major sponsor, accessing areas of visibility / promotion more effective than up to now used.

However, having started with no budget, we can only be content to grow slowly. But the comparison between the numbers of the first and second edition, comforts and encourages us for the future.

"Nice experience, I like the fact that there are such things"

"The initiative is interesting and has a tremendous potential!"