**Purpose**:

*For what purpose are we generating and collecting this data?*

The data that will be useful to collect will be different based upon the purpose and predictions those data are intended to support and test. We will want to specify the intended use of these data.

Some of the numbers listed in the calendar are requirements. Other data are the "what's so" of the event. It is probably the “what’s so” numbers that will be most useful in helping us learn how to better prepare for, run and evaluate our events.

*What questions are we attempting to answer?*

“What do we need to know to help us better understand our ability to produce well-attended, well-received events?” might be one of the questions we want to answer with the data we collect from our events.

Do the data we collect for help address our primary purposes and questions?

**Category**

Category classifications will be most useful if the categories are exclusive and non-overlapping. The current list of Categories make it possible to put an event into more than one of the Category groups. For example, an event that is placed in the “Gemba Walks” category may also fit well in the “Educational” category.

It may be useful to make some distinctions based upon things such as:

* Activity type
* Meeting format
* Intended outcomes

**Start Time**

Planned and actual are helpful to have.

*Planned* will be the published start time.

*Actual* will be something such as: *“Start Time" is recorded in hours and minutes using 24-hr. clock notation when the meeting Facilitator says, "Welcome."*

**Stop Time**

Planned and actual are helpful to have.

*Planned* will be the published end time.

*Actual* will be something such as: *"Stop Time" is recorded in hours and minutes using 24-hr. clock notation when the meeting Facilitator says, "Thank you for coming. Good-bye."*

**Total # of MLC Volunteers**

It would be useful to collect both promised and actual.

Actual volunteer counts would be the number of volunteers at the event at the event *Start Time*.

**Total # of Registration Spots Available**

This number has a few components:

1. Number of Regular participants who can register
2. Number of Regular spots made available that we plan on not being used due to no-shows
3. Number of volunteers who are needed for the event
4. Number of host/presenters.

The maximum totals will be determined by a combination of:

* Room capacity (It will need to be able to accommodate A+C+D)
* Presenter capacity (A)
* Meals to serve, if a part of the event (A+C+D)

**Actual Attendance without Volunteers**

Attendance could include numbers within these categories:

* Attended, Registered
* Attended, Replacement for Registered
* Attended, Not Registered
* Registered, Did Not Attend with Notice
* Registered, Did Not Attend without Notice

For purposes of planning events, data over time with all of these categories will prove useful.

**Maximum Registration Capacity**

The multiple purposes for use of this number will produce different counts. Do we need to know the maximum for?:

- *Room seating max*? Attendees, volunteers, host organization participants all need to be included in how many people are counted for “Pct. of capacity filled.”

- A *presenter’s limit* may be different from room capacity.

- Gemba walks may have a *safety or timing constraint* that limits group size

- *Total Capacity Used* should include volunteers who will be in the room(s)

- *Budget constraints* may create a ceiling for registrants plus others