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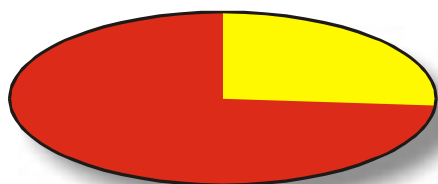
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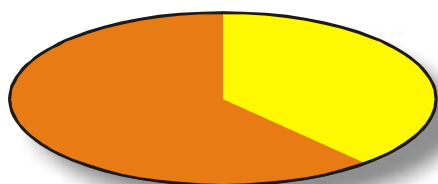
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■ been before
■ first timers



■ came last year
■ did not come last year

Questionnaire Results

These are the results of the first analysis of Salute attendees in over fifteen years. We handed out a questionnaire to everyone who attended – some 3000 paid through the door plus around another 500 or so attended on various freebies – either invited clubs, Warlords members themselves or other non charged entries.

Questionnaire returns were encouraged by the giving of prizes, with winners names drawn at random. Fourth prize started at a couple of free entries to Salute 2001 and a mug, and first prize had the free entries, a couple of mugs, a tee shirt and a fabulous chariot (painted by Kev Dallimore) was won by a young lad called Jon Scrivens. Interestingly enough – and honestly at random – in the section where he was asked what comments he had to make to the show organisers, he wrote "It's Brilliant!".

Finally a couple of points: at the end of this section covering those who filled in questionnaire forms, I'll make a brief note of the twenty of so comments we have received on the web site. I will include, however, in the body of the main questionnaire results, a letter which the secretary received a couple of days after the event. The letter made some good points and – as the gamer was very unhappy about the day – I thought it best to include it in the overall results which, in general, make interesting reading, I feel.

Attendance

73% have been to Salute before, but 27% first timers. Interestingly this – from memory – coincides with our findings of 15 years ago.

Of those who have attended previously 32% didn't come last year.

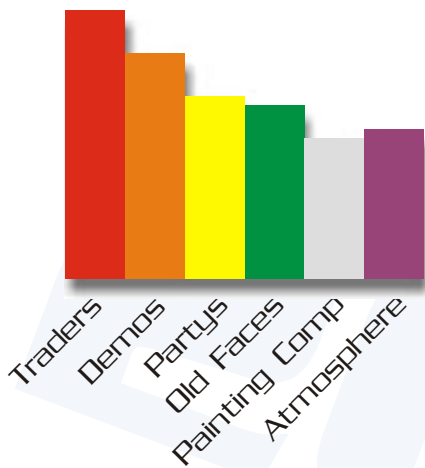
Of those who have previously attended, the number of times they came ranged between once and 25 times (having to discount answers like "all of them" as – sadly – difficult to quantify). However, the average attendance of those who have previously visited Salute is 6 times.

Conclusion

No wonder the numbers at Salute vary so wildly! Over a quarter of the people through the door have never been before and – of those who had attended – almost a third didn't come last year. When you tie that in to the numbers who have said they will (or might) attend next year (see later), then 2001 could be quite full

If you have come in the past, what attracts you normally?

Mostly this was filled in by those who attended previously but some were so keen to tell us what they thought that a few filled it in even if they hadn't come to past Salutes. Their thoughts have not been excluded. Also some punters filled in this section by ticking the boxes rather than arranging them in a 1 – 6 order and some gave scores between 1 and 6 rather than arranging a list... but I've worked them all into this score:



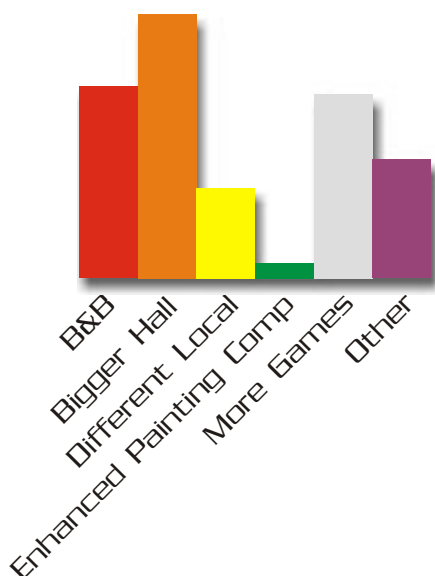
I am attracted by:

A good selection of trade stands	341
Pretty demonstration games	300
Fun participation games	258
Meeting 'old faces'	253
The painting competition	217
The general atmosphere	221

Conclusion

The trade are the biggest draw: we run a pretty fabulous trade fair – though there were some complaints about some named traders not being present (see later). Demo games are a little more popular than party games but – patently – the social side of Salute is an important factor. This bolsters the idea of more places to sit and chat. The painting competition is the least popular thing, but not universally so: many people had put it down as *the* most important item on their list but – patently it was only half as 'wanted' as, say, the traders.

What attracted you this year?



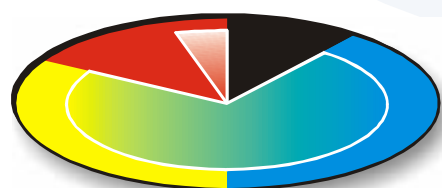
The Bring & Buy	57
A Bigger Hall	75
A Different Location	27
Enhanced Painting Competition	6
More Games	52
Other*	34

* This includes everything from "I wanted to see the biggest and the best" to "I came with my Dad". But a significant amount just said "The traders" or words to that effect.

The bigger hall was obviously the major attraction for 2000. But the promise of more games (which we delivered on) was around as popular as the new bring and buy. Figures of turnover at the bring and buy suggest that it was actually less popular – or should I say less *financially rewarding* – than the similarly run event as SELWG’s show, however this was it’s first year and – by word of mouth – enough people were surprised to see it there to suggest that not everyone had noticed its arrival in our advertising. The “enhanced painting competition” was obviously a bit of a wet blanket.

Conclusions

Next year we ought to try and give people even more space, giving more traders (and better access to them), more games – if we can get them - and a bring and buy. Virtually no one mentioned uniformed societies or similar information stands in the ‘Other’ section so we ought to at least look at our policy on that – we ought to try and get some figures from the likes of English Heritage to how many sign ups they had on the day: I think we are in danger of giving out free trade stands here. Lastly, we ought to cut back the painting competition to our previous size and shape. And our expenditure on gongs and advertising (more later).



- web
- Miniwargs
- W Illustrated
- Other
- exclusively web
- both MW & WI together

Where did you see Salute advertised?

On the Web at www.salute.co.uk	20%
Miniature Wargames	31%
Wargames Illustrated	36%
Other*	13%

* This covers everything from the Warlords information leaflets and White Dwarf’s ‘advert’ to “my mate told me”.

Points to note:

Of the 20% who saw our web site, around 4% saw ONLY the web site, as opposed to the site and a magazine advert (or two) or something from the ‘Other’.

Of those who buy one of the two (remaining) UK wargames magazines, around 3/4 of these buy BOTH (or, at least, saw our advert in both).

NO ONE saw the advert in Military Modelling.

Of those few who complained about “too much fantasy” (see later) almost ALL read JUST Wargames Illustrated indicating a more historical based readership.

Probably only 4% of our gate came to our show via the website. But, remember, that still represents around 100 bodies (or £500) through the door that we wouldn't have had by other means. However, although the power of the web cannot be ignored, the real success of our advertising was in the two big names: Wargames Illustrated and Miniature Wargames. . Readership wise, there is almost nothing to choose between them.

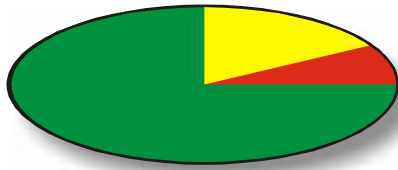
The White Dwarf and Warlords leaflet advertising were (from the "other" section) around as effective or better than the "web only" result, but not as good as the "web" result in total. Military Modelling was an utter waste of £950 worth of advert. So don't do that next year. If we are to have a painting demo (BMSS style) it gets a free advert ahead of time in their own magazine or nothing at all.

Questions

We asked four direct questions with a yes or know answer.

The most important lesson I learnt was to put in a "maybe/don't know" box to tick as all of the "undecided" results below encompass those who did not fill in this section at all, plus those who added a box saying "don't know" or who filled both boxes in.

Games Workshop?

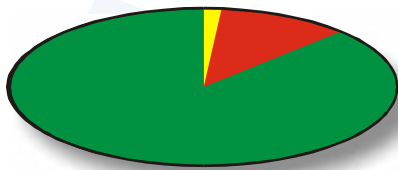


■ yes
■ no
■ undecided

Games Workshop at Salute: a good idea?

Yes	75%
No	10%
Undecided	15%

2000 easy to get to?



■ yes
■ no
■ undecided

Salute 2000 at Olympia: was it easy to get to?

Yes	84%
No	12%
Undecided	3%

2001 at Olympia?



■ yes
■ no
■ undecided

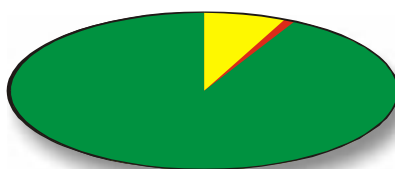
Salute 2001: should it be at the same venue?

Yes	82%
No	9%
Undecided	9%

Will you come to Salute next year?

Yes	86%
No	1%
Undecided	13%

come next year?



■ yes
■ no
■ undecided

Conclusions

Games Workshop being present was probably a pretty good idea, though I doubt that we got value for money on the advertising, judging by how many people were attracted by them. One in ten definitely didn't want to see them there, though and – from feedback – some found their stand to be too chock full of old stock and too badly run. We had more complaints about Workshop's stand specifically than any other trade stand. We have to make sure for 2001 (on the assumption that they are invited) that the tail does not wag the dog.

The vast majority want to see Salute at Olympia next year, even with the problems we had in 2000. If we get these

sorted for 2001, I suspect that the event will be staggeringly popular.

The "Undecided" result for "will you come next year" also included people who said that they just didn't know because of work schedules etc along side the ones who indicated that they would come if we sorted out the queues, badges, catering and seating etc.

How happy or satisfied were you with Salute 2000?

Based on the feedback we received, although this question wasn't asked directly, I have arrived at these answers by analysing the questionnaire responses. These figures take into account general comments – negative and positive where made – plus an indication of whether the gamers would return for 2001. The results were:

Very Happy	14%
Happy	71%
Undecided	12%
Unhappy	1.5%
Very Unhappy	1.5%

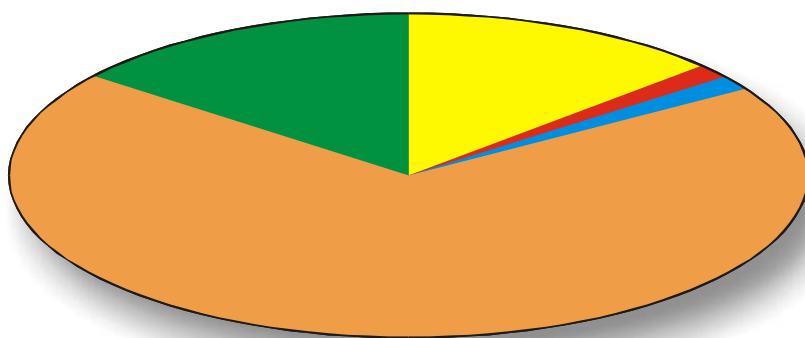
Conclusions

Well: you can't please all of the people all of the time. But 85% of the responses qualified as 'Happy' or 'Very Happy' and I think that's a pretty good start. The 12% who were 'Undecided' reflect the number of people who will wait and see how we fix the problems this year. The 'Unhappy' and 'Very

Unhappy' result of 3% represents, statistically, around 100 people. Almost all of this lack of satisfaction was directly attributable to those queues, ineffective queue buster badges, poor seating and awful catering facilities (though – on the latter topic – we had one email response indicating that the gamer actually thought the food was *better* than at Kensington).

These are the areas that we *must* fix for 2001, although we have a few other pointers (below) that we ought to look at as well.

how happy were you with Salute 2000 Olympia?



- very happy
- happy
- undecided
- unhappy
- very unhappy

Complaints and Compliments

As always happens – human nature being what it is – we had more ‘brick bats’ than ‘bouquets’. However, as the saying goes, we do not learn by success, we learn by failure. So: let’s learn...

Complaints

Of those who complained about anything – probably around a quarter of those who filled in a questionnaire – they said this:

15% percent of the criticism was about badges: they said to us “*Why did you bother with Queue Buster badges when it didn’t allow us to get past the queue?*” Not a huge figure until you remember that only one in ten actually *bought* a queue buster badge and were, therefore, in a position to complain. That problem *must* be sorted for next year. It’s a shame that 15 years of goodwill on this front are in danger of having been wiped out.

But that complaint figure pales besides the 25% who complained about the queue itself and the 22% who complained about the food or catering in some way. It has to be remembered that some of these figures double up – ie those that complained about the badges almost *automatically* complained about the queue as well (and some of them, in addition, about the catering etc). These are, however, significant figures. More complaints were:

Lighting	6%
Lack of seating	12%
The public lifts	6%
The way the Bring & Buy was run	3%
Misleading signs or directions	3%
Crap parking	6%
£5 was too much to get in	3%
Some games in bad taste	3%

As I have indicated, however, these figures have to be taken into account in the overall result. For example, the 25% complaint rate about the queue was actually only 17 complaints: over the 148 replies that represents only 11.5% overall. Still not a figure to be ignored.

Similarly, the complaints about cost to get in and bad taste games only result from a single complaint – in the overall scheme, less than 1%. But that’s still 20 or 30 people.

As a sub section of "Complaints" I'm including a list of what people said they actually wanted – or didn't want – at Salute.

There was a request for Seminars at the show. Don't know about that one... A couple of requests were made for Bookable parking for the public: we should address this by including the booking number in the adverts for people to ring Olympia/NCP to arrange this for themselves. We have to make opening times more obvious on the adverts: it seems, some people turned up at 10.00am. There was a request for Costumers (not quite sure about that one but I think I know what they mean).

There were half a dozen requests to encourage the traders to take up more trade space. My plan for that is to allow traders – based on their frontage in 2000 – to buy an extra 6ft at 2001 at cost price, making a significant saving to them. While we're talking traders, there were some requests for other traders to attend, namely *East Riding Miniatures*, *Elite*, and *2nd Chance Games*. Another point was made (by one returnee) that "*not enough of the 'better' traders were attending*" though he failed to specify exactly who he meant by this. He also asked the question "*are you charging too much for trade rent?*". If he only knew the costs involved...

Two or three complained about the lack of non smoking facilities and a similar number indicated their preference for "*less fantasy - more historical*" gaming. Another wanted fewer "*fun games*" – I assume ones with a 'fun' subject matter rather than ones that were fun to play...

We were asked directly more than once to hire the ground floor; for the Bring & Buy to hand out customers money earlier and for it just to be run better; for more roleplaying games; more provision for younger gamers – both gaming and catering. Then there was a request for free drinks for those running games; a Full Thrust party game (get off your backside GZG) and, last but not least, a request for "naked women". Still selling tickets to the shallow end of the gene pool, then...

Compliments

From the written questionnaires and the email responses, we have received a number of actual, positive comments about the extra space and how good it was to move about – around 16 of them (half from the email). We had a favourable comment about dice, three about the programme, three or four about the *Rolling Hot* game and at least one about *Sink the Tirpitz*. Oh, and one about the

Catch Me When You Can programme paragraph game in the programme. Other than that, less specific comments – especially from email – were very positive indeed with almost all of the 20 web feedbacks being congratulatory, though with some reservations about – you guessed it – the queue, seats, badges, catering etc etc.

Over all conclusions

Salute 2001 has to be at Olympia: "*How ya gonna keep them down on the farm, now that they've seen Paris?*". But we gotta fix the queues and badges, seating and food. We do this by hiring more space down stairs and charging the trade a realistic rent to pay for it. I know of traders taking 75% more than in the previous year and having their best show ever.. My suggestion is for an increase of between 12.5% and 15% on last year with an encouragement to buy an extra 6ft for £50. For some – especially the smaller, more marginal traders – this is a good deal: if they had a 6ft stand at Salute 2000, this would make a 12 foot stand at 2001 cheaper than a 12 foot at 2000. And they really *need* to expand to serve their customers.

But at the same time we need to advertise heavily for 2001 – almost as heavily as for 2000. This shows to the trade that we are spending their money wisely in the magazines where it counts. So not in Military Modelling, then...

If we get this right we wont make a loss in 2001, which means that a show, which I honestly believe is the premier show in the UK without any exceptions, will continue to offer the *best* to the *most* for the *longest*.

Salute: the queen of shows – long may she reign.

John Treadaway
Club President