



The Mystery Shopper sessions aim to discover what a group of young people already knows about your venue's offer and to challenge them to experience a screening and provide feedback.

Session One	Activity	Description of activity and resources available
15 minutes	Icebreaker	Venue to choose from a range of icebreakers. Film related games include a variation of 'I went to the shops and I bought' which is adapted to 'My name is xxx I went to the cinema and I saw'. See suggested Icebreakers .
30 minutes	Initial consultation	Group's immediate opinions of the venue and offer.
45 minutes	Overview of venue/ offer and a brief tour	<p>Could include:</p> <ul style="list-style-type: none"> • How long the venue has been open • A description of your role and how long you've been in it • Description of demographic of venue audience • The vision/mission statement of the venue • Why the venue is running this consultation project and what are you hoping to get out of it? <p>And relevant points including:</p> <ul style="list-style-type: none"> • Any potential plans to change/adapt the space and/or screenings and/or available food/drink • Any feedback you've had from audiences in the past
15 minutes	Overview of upcoming films programme and introduction to the venue website	Led by the venue
15 minutes	Set the session one task and explain timelines	<p>Task after session one:</p> <p>Ask the group to attend a screening at your venue (either that evening or before the next session). Venue will need to arrange free tickets and snacks and advise young people how to access these.</p> <p>Ask the group to complete the Mystery Shopper task sheet after attending the screening and bring it to session two ready to share their feedback.</p> <p>If you have time, encourage the group to explore your website and decide on which film they might like to watch.</p>

Session two	Activity	Description of activity and resources available
15 minutes	Icebreaker	<p>Choose from a range of icebreakers or by this time just do a what've you been watching since last time.</p> <p>See suggested Icebreakers.</p>
45 minutes	Open discussion on mystery shopper experience	<p>Ask young people to refer to their completed Mystery Shopper task sheets to provide feedback about their experience at the venue and suggestions for change.</p>
45 minutes	Activity - looking at the positives and negatives of the venue and suggestions for change	<ul style="list-style-type: none"> Place young people into small groups. Ask each group to complete a mind map/diagram for the following areas of the offer (20 mins): <ul style="list-style-type: none"> - film options - booking system - cinema layout - snacks/drinks - general cinema atmosphere - screening room comfort - prices <p>Start mind maps with the name of the venue in the middle of a sheet of paper and add branches to include their thoughts on the above as well as suggestions change.</p> <p>Ask the groups to use different colour pens for positives and negatives (optional).</p> <ul style="list-style-type: none"> Ask small groups to share their ideas with the rest of the group (15 mins)
15 minutes	Overview of upcoming films programme and introduction to the venue website	<p>Explain to the group how their ideas will be moved forward. Then use this time to present further opportunities for collaboration.</p> <p>If not applicable, use this time to discuss upcoming events/screenings.</p>

BUDGET

The venue will need to allocate budget for complimentary drinks and snacks for the mystery shoppers.

Explain how drinks and snacks can be accessed in Session One