

## Methodological brief on counting events and event days

### Objective

This brief accounts for the background and method used to count events and event days. Data used in the counting process is available on the Aarhus 2017 website.

### 1: Data source

The data used to count events and event days are raw data, extracted from the event calendar embedded in the Aarhus 2017 website. The calendar is and has been publicly available. Data has primarily been entered by the Aarhus 2017 Foundation staff.

The event calendar also includes events that have not received funding from the Aarhus 2017 Foundation – the so-called affiliate projects. These affiliated projects and events are not included in the data counted. All events that are part of the Aarhus 2017 programme, have been marked with a “Aarhus 2017” in column A of the data set.

### 2: Data processing

All entries in the event calendar has been inspected in order to connect the event to a grant issued by Aarhus 2017. Events that cannot be connected to a grant is not part of the events or event days counted. Subsequently all entries have been inspected in order to assess how many events and event days are included in each entry.

In very few cases, data has been added.

### 3: Definitions of event and event day

Two parameters are crucial in the definition of events and event days: content and location.

The following delimitation has been used in counting the number of events:

- An event is an activity with an audience.
- An event is defined as a performance, an exhibition or another event with a specific nature and content.

The number of event days reflects the number of times an event is repeated. If an event, held at the same location, changes content, it is a new event.

#### *Method of counting – examples:*

- Røde Orm (Red Serpent) is one event with 31 event days. It is one performance with the same content being repeated.
- Concepts such as the Living Table and the Boundless Kitchen are counted as one event with associated event days.
- Artist Talk: If an exhibition or similar has presented artist talks, these are counted as individual events, as they are initiatives with content separate from the exhibition.



- Festivals are usually one event with associated event days. In cases where grants are issued for specific events at a festival or similar, these are counted as single events. I.e. individual events in Aarhus Festival.

#### **4: Codes used in the data set**

P = projects with no underlying event, a so-called “item”. These are not counted in either events nor event days, as they would then be counted twice.

PE = projects with event, counted in events and event days.

E = Events, so-called “child items”. These are counted in events and event days.

#### **5: Sources of errors and uncertainties**

The data set is comprised by the events created in the event calendar on [www.aarhus2017.dk](http://www.aarhus2017.dk). Themes, genres and target groups have been entered as part of the event creation, and is therefore determined by the marketing efforts employed relating to the event.

The Aarhus 2017 Foundation has deemed that most of the many events have been created in the event calendar, but in a few cases, events may not have been publicised through the event calendar, and are thus not included in the data set and the subsequent counting. These figures therefore illustrate a minimum number.



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