

Annex B

POST-PROJECT EVALUATION

Name of MR Member	
Representative(s)	Project Name
Date of Submission	Project Dates Start End

When your project is completed, we would like you to share your evaluation of and reflections on your project with us. Please attach any:

- Photos and screen captures;
- Public’s comments and feedback;
- Any publicity material used; and
- Media clippings/press reviews, if available.

Summary of Project Engagement	
Estimated number of days of audience engagement	
Number of professionals/freelancers engaged (outside of museum staff strength) for the project	
Total estimated number of unique audiences/users/visitors reached on selected platform(s) below. <i>(Please provide a breakdown of the numbers reached via the respective platform(s) in the section below.)</i>	
Detailed Breakdown of Audience Engagement via Various Platforms	
For projects hosted on Facebook, please provide: <ul style="list-style-type: none"> • Total number of views of 10-sec watch time • Total number of views of 60-sec watch time 	
For projects hosted on Instagram, please provide: <ul style="list-style-type: none"> • Total number of views (no minimum) 	
For projects hosted on YouTube, please provide: <ul style="list-style-type: none"> • Total number of views of 30-sec watch time 	
For music/podcasts, please provide: <ul style="list-style-type: none"> • Total number of streams or plays per song or podcast 	

Digital Project Grant (DPG)
Application Form

For websites (including 360° views and virtual tours), please provide:

- Number of page views (non-unique)

Any other platforms not listed above

(Please state counting methodology or statistics.)

Reflections

Please share with us your experiences in implementing this project. Some guiding questions can include:

- How has this digitalisation grant assisted your museum/gallery in coping with the COVID-19 situation?
- How has it changed your museums' programmes and content?
- How has this project contributed to the museum/gallery's understanding of the staff's training needs? (Please specify future courses/workshops that might be useful.)
- How was the programme received by the public and what was your audience/participant profile like?

Feedback on the Grant

Please share with us your feedback on the grant, which can include any areas in which NHB can do better to support your project.

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Expenditure Report

Please summarise the total expenditure incurred for your project including an itemised breakdown of expenses.

Where possible, please include all relevant invoices, receipts, delivery orders as proof of purchase/service, including via separate attachments if applicable.

Applicants should take note that NHB may withhold final disbursement of the remaining 20% of the grant if the expenditure report, as well as necessary documents and proof of service are not duly reported.

	Unit Cost	Total Cost
Manpower fees <i>(Please elaborate. e.g. 2 photographers, 5 sound editors, 1 graphic designer, 3 musicians, etc.)</i>		
Services fees <i>(Please elaborate. e.g. website hosting services, social media boosts, etc.)</i>		
Hardware or Software leasing fees (if any) <i>(Please elaborate on the hardware and software leased. Where possible, please provide proof of use of the hardware and software including attaching screenshots, pictures, installation and log reports where available.)</i>		
Total Cost:		

Please **email** your **supporting documents, Post-Project Evaluation and Expenditure Report** to NHB_MR_Secretariat@nhb.gov.sg and indicate “**EVAL: Name of museum/ Project Name**” in your email subject title.