



Event Evaluation

As soon as possible after your event occurs, it is very beneficial to sit down with everyone who was involved and evaluate the execution of the event. Post-event evaluation reports are a useful planning tool for future promotional events.

Name of Event: _____

Brief Description: _____

Date of Event: _____ Time: _____ am/pm to _____ am/pm

Location: _____

Overall Cost: _____

Sponsoring Organizations & Partners: _____

Today's Date: _____

Did the event fulfill the marketing purpose? Was the target market reached? Did you reach the number of people you set as a goal?

Did the event meet your promotional goals?

Was the event a success according to the pre-event planning?

Did the date and time work well? Explain why or why not? Did conflicting events affect attendance or effectiveness of your event? What suggestions would you make for holding this event at the same time in the future?



Did the location work well? What, if anything would have worked better? Were you able to set-up the way you originally planned? Why or why not?

What parts of your publicity plan worked the best? Do you feel that the publicity was timely? How would you change the publicity for future events? Attach a copy of the publicity plan with this evaluation.

What was your total budget? How much did you spend? Was your budget accurate (spending within the line items you created)? Would you recommend adding or cutting any items to better fit into the budget for the future?

Was staffing sufficient? What staff changes need to be made?

Overview of Event:

What went really well? Why?

What changes would you make for the future? Why?