**TEMPLATE
Post Event Report**

EVENT REVIEW AND RECOMMENDATIONS

[Insert a hero image from your event on the cover page]

**Table of Contents**

Table of Contents

[Executive Summary 5](#_Toc119504058)

[Strategic Recommendations 6](#_Toc119504059)

[1. Post-Event Evaluation 7](#_Toc119504060)

[2. Administration And Governance 8](#_Toc119504063)

[3. Program 10](#_Toc119504067)

[4. Operations And Logistics 11](#_Toc119504068)

[5. Finance 13](#_Toc119504074)

[6. Marketing 17](#_Toc119504079)

[7. Responsible Event 20](#_Toc119504089)

[8. Measures Of Success 21](#_Toc119504090)

[9. Conclusion 22](#_Toc119504091)

[10. Appendices 23](#_Toc119504092)

# Executive Summary

[A one-page summary of the key highlights of the report, including a summary of what happened on event day, issues, successes, etc]

“[Add a quote that sums up the event]”

Attendee

# Strategic Recommendations

[A summary of the key strategic recommendations of the report - those bigger picture items that will improve long-term viability of the event]

**1.**

**2.**

**3.**

**4.**

**5.**

# 1. Post-Event Evaluation

## 1.1 Event Surveys and Feedback

Online surveys were made available through SurveyMonkey to gather feedback from attendees, stallholders, volunteers, coordinators and sponsors. Surveys were also sent to the participants of the ticketed elements. The survey link was distributed via email, newsletter and social media. The survey opened on [date] and closed on [date], giving respondents a significant period to complete the survey.

This survey method resulted in [number of responses received by each of stakeholder type, e.g. attendee, sponsor and stallholder] responses being received, which is a positive result and good sample size.

Further to this was in the informal feedback received via the event’s email address and social media. It is pleasing to see attendees and stakeholders willingly providing feedback and constructive advice.

Please see Appendix for the complete survey results.

**KEY RECOMMENDATIONS:**

[Insert the key recommendations for next year to improve this area.]

## 1.2 Committee Debrief

A formal event debrief was held with the executive committee and all event coordinators on [date]. This debrief allowed each coordinator to provide constructive feedback on how their area of responsibility could be enhanced. Coordinators were also able to provide this feedback via an online survey. The information from the debrief has been captured within this report.

# 2. Administration and Governance

## 2.1 Event Organisation Structure

The success of the event is due to the teamwork and commitment of the volunteers, particularly the following committee members and coordinators:

|  |  |
| --- | --- |
| **Executive Committee**  | **Coordinator** |
| President | [names] |
| Secretary |  |
| Treasurer |  |

|  |  |
| --- | --- |
| **Area** [adjust below as applicable to your event] | **Coordinator** |
| Bar |  |
| BBQ |  |
| Children’s Activities |  |
| Merchandise |  |
| Music |  |
| Signage |  |
| Stallholders |  |
| Traffic Management |  |
| Volunteers |  |

## 2.2 Volunteer Management

*Coordinator: [Name]*

[Insert a summary of the results in this area. Be sure to include details on any new undertakings in this area this year and how they went.]

EXAMPLE:

The event continues to receive enthusiastic support from so many volunteers wanting to help. This year, [number of] volunteers worked as a cohesive and committed team to ensure the event ran smoothly.

Volunteers set up marquees, cleaned toilets, greeted attendees, sold merchandise, conducted surveys, set up and packed down tables and chairs, cooked BBQs, served drinks, and much more.

Volunteers tend to commit to the event in the final weeks prior to its delivery. At times this makes the committee and Volunteer Coordinator nervous. However, the community always rally and get behind the event.

All volunteers were thanked for their efforts with a special Thank You BBQ after the event.

The role of Volunteer Coordinator is a time-consuming position, with [name] working hard to recruit, roster and support volunteers.

### KEY RECOMMENDATIONS: [Examples]

* Could have used another twenty volunteers for the event day
* Try to mitigate last minute volunteers to reduce the stress of organising everything in the last few weeks – use local groups [such as…]

# 3. Program

[In this section, you need to list each element of your event, the name of its coordinator, details about how things went for that element on event day, changes made that were new this year and how they went, things that went well, key recommendations for changes for next year, and a quote from an attendee representing that element. This will then be used to pass on to the appropriate committee member to help them manage that element of the event next year.]

Example:

## 3.1 Live Entertainment

*Coordinator: [Name]*

[Insert summary of results – what worked and what could be improved.]

**KEY RECOMMENDATIONS:**

[Insert the key recommendations for next year to improve this area.]

# 4. Operations and Logistics

### [Do the same as you have done for 3. Program for the operations and logistics of the event]

## 4.1 Site Plan [Example structure of each section]

*Coordinator: [Name]*

New things added to the site plan: [Examples]

* Site extended
* Additional toilets
* More seating throughout
* Site changed to accommodate increased attendees and stallholders

### KEY RECOMMENDATIONS: [Examples]

* Reconsider the positioning of stalls, ensuring they are the focal point of the event
* The music tent worked well, but add more tables and chairs with umbrellas

## 4.2 Site Preparation and Operations

*Coordinator: [Name]*

[Insert summary of results – what worked and what could be improved.]

**KEY RECOMMENDATIONS:**

[Insert the key recommendations for next year to improve this area.]

## 4.3 Traffic Management and Car Parking

*Coordinator: [Name]*

[Insert summary of results – what worked and what could be improved.]

**KEY RECOMMENDATIONS:**

[Insert the key recommendations for next year to improve this area.]

# 5. Finance

*Coordinator: [Name]*

## 5.1 Income and Expenditure

Following is a breakdown of the income and expenditure for the event. The targeted figures were based on a forecast of [number of] attendees.

|  |  |  |
| --- | --- | --- |
| **Income** | **Forecast** | **Actual** |
| Ticket sales |   |   |
| Stallholders |   |   |
| Merchandise |   |   |
| Bar |   |   |
| BBQ |  |  |
| Kids Activities |   |   |
| [Ticketed Element] |   |   |
| Sponsorship |  |  |
| Grants |  |  |
| Bank Interest |   |   |
| **Total Income** |  |  |
|  |  |  |
| **Expenditure** | **Target** | **Actual** |
| Professional assistance |   |   |
| Insurance |   |   |
| Marketing |   |   |
| Entertainment |   |   |
| Marquee hire |   |   |
| Food and stalls |   |   |
| Kids activities |   |   |
| Operations |   |   |
| Office |   |   |
| Merchandise |   |   |
| [Ticketed Element] |  |   |
| Volunteer thank you |  |   |
| Program launch |  |   |
| Contingency |  |   |
| Miscellaneous |  |   |
| Community projects |  |   |
|  |  |  |
| Total Expenditure |  |  |
|  |  |  |
| **Profit**  |  |  |

**KEY RECOMMENDATIONS:**

[Insert the key recommendations for next year to improve this area.]

## 5.2 Sponsorship

Without the assistance and support of the event’s sponsors the event would not be the success it is today. Below is a list of all the event’s loyal sponsors and the support they provide.

 [Examples below]

|  |  |
| --- | --- |
| **Organisation** | **Support** |
|  | Main Marquee Sponsor $12,000 cash  |
|  | Entrance Sponsor $1,500 |
|  | Children's Marquee Sponsor $1,000 cash + in kind |

|  |  |
| --- | --- |
| **Organisation** |  **In-kind Sponsors** |
|  | Printing (program, save the date cards) |
|  | Shuttle bus |
|  | Supply cooking equipment  |
|  | Electrical work  |
|  | Marquees and BBQ |
|  | Rubbish bins and collection |
|  | Reduced rate on portable toilets |
|  | Accommodation for journalists |
|  | TV advertising – media partner |
|  | Print advertising – media partner |
|  | Radio advertising – media partner |

**KEY RECOMMENDATIONS:**

[Insert the key recommendations for next year to improve this area.]

“[Quote from a sponsor]”

A Sponsor

##

## 5.3 Grants

|  |  |
| --- | --- |
| **Grant provider** | **Amount** |
| [State Tourism Organisation] |  |
| [State Arts Organisation] |  |
| [Council]  |  |

### KEY RECOMMENDATIONS: [Examples]

* Review the requirements for grants to understand if they are placing undue pressure on the event and its volunteers
* Without the sponsor and grant support the event would struggle to break even. This needs to be addressed so that the reliance on external funding can be reduced.

[Provide detail on other revenue streams or expense items as relevant.]

# 6. Marketing

## 6.1 Attendees

[A snapshot from the attendee survey results such as where attendees came from and their age groups, indicating the current event’s market. Graphs can be used to show such information visually. Include the full survey responses and the event’s Economic Impact Report by REMPLAN or ID Profile if one can be secured from your Council in an Appendix.]

## 6.2 Marketing Budget

The following channels were used to promote the event this year:

|  |  |  |
| --- | --- | --- |
| **CHANNEL** | **MEDIA COMPANY** | **AUDIENCE [location of ads]** |
| Newspaper  | [Newspaper name] |   |
| Radio | [Radio name] |   |
| Street Banners | [Council] |   |
| TV ads | [TV channel name] |   |
| Digital | Google Ads and remarketing |   |
| Print and Online Magazine | [Magazine name] |   |
| Social Media | Facebook and Instagram ads |   |

### KEY RECOMMENDATIONS:

[Insert the key recommendations for next year to improve this area.]

## 6.3 Media Coverage

[Insert a summary of the non-paid media coverage and PR received]

Please find the full Media Report in the Appendix.

### KEY RECOMMENDATIONS:

[Insert the key recommendations for next year to improve this area.]

## 6.4 Website and Online Ticket Sales

[Insert a summary of website success and feedback from attendees around the website]

For two years, the event has used [x] as their online ticket merchant…

### KEY RECOMMENDATIONS:

* Find a more user-friendly ticket sales software

## 6.5 Packaging and Partnerships

Significant effort was put into creating and promoting packages for the event. [Coach tour company] was engaged to put together a full package including the event, [and other elements].

Further, [local tourism association] assisted with the promotion of these packages using digital channels including social media and their website.

The following partners came on board to offer and promote packages:

* [insert list]

###

### KEY RECOMMENDATIONS: [Examples]

* Have packages available sooner to be purchased through tour company
* Consider packaging in other ways or just with one element of the event

[Provide detail on other marketing tactics as relevant.]

## 6.5 Effectiveness of Marketing Tactics

[Provide detail on how attendees heard about the event from the attendee survey, website visitation statistics, reach of media articles, etc. Outline how the outcomes of each of the main marketing tactics was measured, for example, by visits to a certain webpage on the website, or by entries into a competition. Outline if the overall marketing objectives were achieved, such as how many out-of-region visitors were attracted to the event.]

**KEY RECOMMENDATIONS:**

[Insert the key recommendations for next year to improve this area.]

# 7. Responsible Event

[Include here all information on becoming more sustainable (e.g. waste reduction, emissions reduction, engagement of the public in sustainable behaviour, etc), accessible, inclusive, and diverse, and how the event is supporting the community in terms of its social benefits, and how the event maintains its social license. Be sure to refer to measurable progress towards SMART goals that you set for the event.]

Example:

## 7.1 Carbon Neutrality

*Coordinator: [Name]*

To reduce emissions from attendees’ transport to the event, this year the committee partnered with Council to provide a shuttle bus to reduce trips by personal vehicle from three nearby towns. The shuttle buses had great take up, being about 85% full for each trip. It is estimated this reduced personal vehicle trips by 100, or 1/10 of all trips by attendees, which is equivalent to an emissions savings of [x] tons of CO2.

**KEY RECOMMENDATIONS:**

[Insert the key recommendations for next year to improve this area.]

# 8. Measures of Success

[Provide detail on your event’s objectives and SMART goals (Specific, Measurable, Achievable, Realistic and Timebound) from the event’s strategic plan or annual plan, and how you went this year in achieving them or moving forward towards them. Include how outcomes were measured. An example is provided below.]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Performance Criteria** | **Measure of Success** | **Last year** | **This year** | **Improvement** |
| Increased attendance  | Ticket sales  | Ticket sales: 3,422 | Record ticket sales: 5,701  | 67% increase |
| Increased economic impact | Economic impact report from Council | $2.1 million17 FTE jobs | $3.5 million17 jobs | $1.4 million |
| Increased overnight visitation | Number of overnight visitors | Unknown (not measured by survey) | 75% occupancy |  |
| Increased visitor spend | Visitor expenditure  | (Average for a visitor to this region is $57/day according to Tourism Research Australia) | Average expenditure of $89/attendee or family  | 56% higher than average daytrip visitor |

# 9. Conclusion

[Insert a closing wrap up based on all feedback and findings]

# 10. Appendices

[Provide details that are summarised within the report, such as the full results of surveys, minutes from the debrief meeting, website analytics reports, etc.]