**Post-Event Report Template**

# **Event Overview**

* **Date:** Add detail here.
* **Venue:** Add detail here.
* **Speakers:** Add detail here.
* **Ticket Price:** Add detail here.

##

## **Purpose**

[Use this section to detail the ‘why’ of the event.]

The purpose of this event was to…

## **Measures of Success**

[Use this section to detail the specific measures you devised before the event, and then compare these to what happened.]

| **Measure** | **Actual** |
| --- | --- |
|  |  |
|  |  |
|  |  |

# **Key Achievements and Recommendations**

[Use this section to summarize the key achievements (what worked well) and note any recommendations for the future.]

## Achievements

* Achievement #1.
* Achievement #2.
* Achievement #3.

## Recommendations

* Recommendation #1.
* Recommendation #2.
* Recommendation #3.

#

# **Budget**

[Use this section to detail a high-level view of budget performance. This is obviously a very simple table, but you can add to it as required.]

| Budgeted Income | $ |
| --- | --- |
| Budgeted Expenses | $ |
| Actual Income | $ |
| Actual Expenses | $ |

## Budget Commentary

[Use this section to add any detail that will help explain the numbers above, including explaining any variations.]

* Budget note #1.
* Budget note #2.
* Budget note #3.

#

# **Attendance**

[Use this section to detail the attendance numbers. A couple of examples of measures are included below, but there are numerous ways to report on attendance].

| **Number of Attendees** |  |
| --- | --- |
| **Number of Tickets Sold at the Door** |  |
| **% of Tickets Sold at the Door** |  |
| **Average Group Size** |  |
| **Number of First Time Attendees** |  |

##

## Ticket Sales Over Time

[Use this section to chart the sale of tickets over time. At future events, this information will help you to better anticipate when tickets will be sold. You could also add some explanatory notes, e.g. why ticket sales increased at particular times.]

#

# **Venue**

[Use this section to make observations and recommendations about the venue. This could include accessibility, signage, suitability for the event, heating and cooling, working with venue staff, etc.]

### Observations and Recommendations

* Add detail here.
* Add detail here.
* Add detail here.

#

# **Registration and Check-In Process**

[Use this section to make observations and recommendations on the ticket sales and check-in processes.]

### Observations and Recommendations

* Add detail here.
* Add detail here.
* Add detail here.

#

# **Logistics**

[Use this section to make observations and recommendations about logistics for the event. This could include set-up, pack-up, catering, etc.]

### Observations and Recommendations

* Add detail here.
* Add detail here.
* Add detail here.

#

# **Program**

[Use this section to make observations and recommendations about the event program. This could include the speakers, the MC, the music, program timings, etc.]

### Observations and Recommendations

* Add detail here.
* Add detail here.
* Add detail here.

#

# **Feedback**

[Use this section to capture feedback from delegates about the event.]

## Feedback Form

[Feedback forms are very useful - but don’t hand them out at your event. Use this section to capture the key insights received from the delegate feedback form.]

* The feedback form was emailed to X delegates. Y delegates completed the survey.
* When asked “On a scale of 1-10, how likely are you to return to [EVENT]?”, the average was X.

## Testimonials

[Use this section to share any positive feedback received about what people enjoyed about this event, and how it changes their life. This will be encouraging, but also come in handy to use when marketing the event in future.]

* Add detail here.
* Add detail here.
* Add detail here.

## Social Media Mentions

[Use this section to collect any feedback or other mentions on social media.]

## Photos and Videos

[Add a link to where photos or videos of the event are stored.]

#

# **Sponsors**

[If your event had sponsors, make a note of what worked and what didn’t, and any feedback the sponsors shared about the event.]

### Observations and Recommendations

* Add detail here.
* Add detail here.
* Add detail here.

#

# **Event Promotion**

## Summary of Promotional Activities

[Use this section to detail how the different ways the event was promoted. You can also note the cost of each promotional activity, and its reach (e.g. number of people who received the email, saw the post, etc.). Activities can include social media posts, announcements, email campaigns, Facebook advertisements, ]

| **Activity** | **Cost** | **Reach** |
| --- | --- | --- |
| Add detail here. |  |  |
| Add detail here. |  |  |
| Add detail here. |  |  |

## Summary of Social Media Activity

[Use this section to record high-level follower numbers for the event’s social media channels.]

|  | Before Event | After Event | % Growth |
| --- | --- | --- | --- |
| Facebook Page |  |  |  |
| Facebook Event |  |  |  |
| Instagram |  |  |  |
| LinkedIn |  |  |  |
| Twitter |  |  |  |
| Hashtag Mentions |  |  |  |

Some other valuable social media metrics to consider including:

* Number of hashtag mentions.
* The highest performing social media posts (and any insights as to why). This could be measured by reach, engagement, click-throughs and more.
* The names of any key influencers who posted about the event (you could follow them up to thank them).

##

## Summary of Website Analytics

[Use this section to capture any useful data from the event website. This could include top referrers, search terms, most visited pages, number of sessions/pageviews, and more.]

## Website Screenshots

[This is a good opportunity to take screenshots of the website for future reference.]

## Marketing Insights and Recommendations

[Use this section to detail what worked, and what you would do differently next time.]

* Add detail here.
* Add detail here.
* Add detail here.

[You can also include references (links or screenshots) to any marketing materials you would like to reference in future.]

Instagram quote graphic:

Email banner:

LinkedIn post: