

GUIDE NO.12

how to evaluate your event

Your event coordination role does not end when everything is packed away at the end of the day! You should evaluate your event to assess what worked, what didn't and where improvements can be made. Here are some suggestions:

Task	Yes	No
Conduct a survey or provide feedback forms during the event (See example page 56). Ask attendees what they like about your event and what they think could be improved. This is also a good chance to collect information about the types of people attending your event. It is a good idea to offer an incentive for completing the survey such as a prize. The prize could be sourced from one of your sponsors. If you do intend to conduct a survey, the venue or landowner may need to be consulted prior to the event.	<input type="checkbox"/>	<input type="checkbox"/>
Ask people attending the event if they know who the sponsors are. If large numbers of people associate the sponsor with the event, this will prove valuable when renegotiating sponsorships for the following year.	<input type="checkbox"/>	<input type="checkbox"/>
Hold a debrief meeting that includes as many people as possible who were involved in the event. This might include staff, regulatory authorities, volunteers, sponsors, committee members and emergency services. Organise this well in advance so people have the date in their diaries and circulate an agenda that covers the key areas for discussion. If you send this beforehand, people can prepare their feedback for the meeting.	<input type="checkbox"/>	<input type="checkbox"/>
Don't take any criticism personally. Focus your ideas and discussions on improving the event.	<input type="checkbox"/>	<input type="checkbox"/>
Send out an evaluation sheet to all key stakeholders (especially those who can't attend the debrief). You could seek feedback from suppliers, performers, sponsors, venue managers and security guards as well as those directly involved with coordinating the event.	<input type="checkbox"/>	<input type="checkbox"/>
Evaluate your success against the objectives you set at the beginning of your event planning process. Did you attract the numbers of people you had anticipated? Did you attract the type of people you wanted to reach? Did you reach your fundraising target? Did you achieve the amount of media publicity you wanted?	<input type="checkbox"/>	<input type="checkbox"/>
Will the event go ahead next year? When do you need to commence the organising? Who of the current team is going to be part of it? Identify the gaps.	<input type="checkbox"/>	<input type="checkbox"/>



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sample event survey

Sample Event Survey

We appreciate you taking the time to complete the following survey to assist us with evaluating the event.

Gender: Male Female

Age: Under 25 25-44 45-64 65 +

Your usual residential Postcode or Suburb: _____

Number of people who came with you: None 1-2 3-5 6+

How did you hear about the event? Radio Newspaper Advertisement
 TV Newspaper Story
 Website Newsletter

How did you travel to Wagga Wagga? Car Train
 Hire Car Bus
 Plane Other: _____

How many nights did you stay in Wagga Wagga?
 None 1-2 3-5 6+

What type of accommodation did you use? Hotel Caravan Park
 Serviced Apartment Motel
 Friends/Family B&B
 Farmstay

On a scale of 1 to 5 (1 being poor and 5 being excellent) how would you rate this event?
1 2 3 4 5
Poor Excellent

Would you attend this event in Wagga Wagga again? YES / NO
If no, why not? _____

What would you say is the best thing about this event? _____

Any comments on how the event could be improved? _____

Please return your completed survey to the marked box at the information tent for your chance to go in the draw to win a night's accommodation at Turner's B&B. The prize draw will take place at 4pm on Sunday, 15th July 2012.