Event Review & Recommendations

Executive Summary

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

“[A quote that sums up the event]”

Attendee

Strategic Recommendations

[Summary of the key strategic recommendations of the report — the bigger-picture items that will improve long-term viability of the event]

1.
2.
3.

Post-Event Evaluation

Event Surveys & Feedback

Online surveys were made available through [hard copies/online] to gather feedback from attendees, stallholders, volunteers, coordinators and sponsors. Surveys were also sent to 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 of time 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.

See Appendix 1 for the complete survey results.

Key Recommendations

[Key recommendations for next year to improve this area.]

Committee Debrief

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

Administration & Governance

Event Organisation Structure

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

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

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

Volunteer Management

**Coordinator** [name]

[Summary of the results in this area. Be sure to include details on new undertakings and how they went. E.g.

The event continues to receive enthusiastic support from many volunteers. 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 barbecues, served drinks, and much more. Volunteers tend to commit to the event in the final weeks prior to its delivery and this can make the committee and Volunteer Coordinator nervous. Volunteers were thanked for their efforts with a barbecue 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

* [Could have used another twenty volunteers on the event day.
* Try to mitigate last minute volunteers to reduce the stress of organising everything in the last few weeks. Use local groups [name of groups].]

Program

[List each element of your event, the name of its coordinator, details about how things went on event day, changes made that were new this year and how they went, things that went well, key recommendations for next year, and a quote from an attendee representing that element. This will then be passed onto the committee member to help manage that element of the event next year.

Live Entertainment

**Coordinator** [Name]

[Summary of results including what worked and what could be improved.]

Key Recommendations

[Key recommendations to improve this area.]

Operations & Logistics

### [Same as for Program (above) for the operations and logistics of the event.]

Site Plan

**Coordinator** [Name]

New things added to the site plan [e.g.]:

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

Key Recommendations

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

Site Preparation & Operations

**Coordinator** [Name]

[Summary of results e.g. what worked and what could be improved.]

Key Recommendations

[Key recommendations to improve this area.]

Traffic Management & Car Parking

**Coordinator** [Name]

[Summary of results e.g. what worked and what could be improved.]

Key Recommendations

[Key recommendations to improve this area.]

Finance

**Coordinator** [Name]

Income & Expenditure

This 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 |   |   |
| Barbecue |  |  |
| 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

[Key recommendations to improve this area.]

Sponsorship

The event would not be the success it is without the assistance and support of the event sponsors.

|  |  |
| --- | --- |
| **Organisation** | **Support** |
|  | Main marquee sponsor — $12,000 cash  |
|  | Entrance sponsor — $1500 |
|  | Children's marquee sponsor — $1000 cash and in-kind |

|  |  |
| --- | --- |
| **Organisation** | **In-kind Sponsors** |
|  | Printing (program and save the date cards) |
|  | Shuttle bus |
|  | Supply cooking equipment  |
|  | Electrical work  |
|  | Marquees and barbecue |
|  | 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

[Key recommendations to improve this area.]

“[A quote that sums up the event]”

Attendee

Grants

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

Key Recommendations

* 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.

Marketing

Attendees

[Snapshot from the attendee survey e.g. where attendees came from and their age groups, indicating the current event’s market. Graphs can be used to show information visually. Include the full survey responses.]

Marketing Budget

|  |  |  |
| --- | --- | --- |
| **Channel** | **Media Company** | **AUDIENCE [location of ads]** |
| Newspaper  | [Newspaper name] |   |
| Radio | [Station 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

[Key recommendations to improve this area.]

Media Coverage

[Summary of non-paid media coverage and PR.]

Full Media Report in Appendix 2.

Key Recommendations

[Key recommendations to improve this area.]

Website & Online Ticket Sales

[Summary of website success and feedback from attendees e.g. For two years the event has used [x] as their online ticket merchant…]

Key Recommendations

* Find a more user-friendly ticket sales software

Packaging and Partnerships

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

[Local tourism association] assisted with the promotion of these packages on digital channels including social media and their website.

These partners offered and promoted packages:

* [Name]
* [Name]

Key Recommendations

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

Effectiveness of Marketing Tactics

[Details 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 e.g. by visits to a certain webpages, by entries into a competition, etc. Outline if the overall marketing objectives were achieved e.g. how many out-of-region visitors were attracted to the event.]

Key Recommendations

[Key recommendations to improve this area.]

Responsible Event

[Information on becoming more sustainable (e.g. waste reduction, emissions reduction, engagement of the public in sustainable behaviour, etc), how the event is supporting the community in terms of social benefits, and how the event maintains its social license. Be sure to refer to measurable progress towards SMART (specific, measurable, achievable, realistic and timebound) goals you set for the event.]

Carbon Neutrality

**Coordinator** [Name]

The committee partnered with Council to provide a shuttle bus from three nearby towns to reduce emissions from attendees’ personal transport to the event. 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

[Key recommendations to improve this area.]

Measures of Success

[Detail your event’s objectives and SMART (specific, measurable, achievable, realistic and timebound) goals from the event’s strategic plan or annual plan, and how you went in achieving them or moving towards them. Include how outcomes were measured.]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Performance Criteria** | **Measure of Success** | **Last year** | **This year** | **Improvement** |
| Increased attendance  | Ticket sales  | Ticket sales — 4422 | Record ticket sales — 5701  | 67% increase |
| Increased economic impact | Economic impact report from Council | $2.1M17 FTE jobs | $3.5M17 FTE jobs | $1.4M |
| 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 |

Conclusion

[A closing wrap-up based on all feedback and findings.]

Appendices

[Details summarised within the report e.g. full results of surveys, minutes from the debrief meeting, website analytics reports, etc.]