

After the Event

You've made it! The last balloon has popped, the last door prize has been given away, and you've pulled off a successful, well-organized event. Sit back and relax, but don't get too comfy — you've still got some work to do! In this section, we'll give you some hints to help you wrap up the loose ends neatly and lay the groundwork for next year's success.

Event Evaluations

Appraising the success of the event can be accomplished through **program evaluation** and **feedback** from attendees, sponsors, exhibitors and suppliers. The evaluation may be tailored to rate one aspect of an event (such as a speaker) or it could be a more all-encompassing one including questions on the total experience. Samples of both appear on the next few pages.

Wise event planners know to include time for evaluations into the agenda close to the end of the event to elicit feedback on the program. If this is not possible, evaluations could also be **mailed out** post-event to those who attended. Mail-out evaluations are not as effective, and the number of responders will drop significantly. To entice attendees to fill out an evaluation, you could have a drawing for prizes for those who respond.

It will be difficult to get written feedback at festivals (particularly those held outdoors), weddings and other family gatherings. However, you could canvass a cross-section of people attending an outdoor event and entice them with **giveaways** or **prizes** if they respond to your evaluation before leaving.

The information gathered from evaluations can be used to plan future events (e.g. choosing suppliers, speakers, venues), to measure whether stated goals were met, and to make recommendations to clients.

Use these guidelines when creating your evaluation forms:

- **Ask specific questions.** For instance, don't ask, "How would you rate the meals, facilities and guestrooms?" These items should be rated separately.
- **Make it easy to respond.** Evaluations should be confidential (don't ask for

names), short and concise, with easy-to-follow directions.

- **Make collections convenient.** Receptacles should be clearly marked and placed in a convenient location (e.g. at meeting room exits).

Sample Conference Evaluation

Please take a few minutes to provide your comments on the conference by completing this form and placing it in the receptacle provided at the exits. Your input is valuable and will assist us in improving future events. Thank you!

Based on the content and delivery, please rate the speakers:

	Poor		Average		Excellent
Speaker:					
John Smith Susan	1	2	3	4	5
Simmons Alicia					
Wong	1	2	3	4	5
	1	2	3	4	5

Based on your experience at this conference, please rate the following:

	Poor		Average		Excellent
Activity:					
On-site registration	1	2	3	4	5
Conference facilities					
Food and beverage	1	2	3	4	5
Contents and topics	1	2	3	4	5
	1	2	3	4	5
Agenda	1	2	3	4	5
Cost/value	1	2	3	4	5
Off-site activities	1	2	3	4	5

To help us identify possible areas for improvement, please answer the following

questions:

1. What did you like best about the conference? Least?

2. How can we improve the conference?

4. Which topics would you like to see included in future events?

No ____

5. Do you have any final comments or suggestions?

May we use your comments in future promotional materials? Yes ____

If you would like to be contacted regarding your comments, please provide the following information:

Name: _____ Company: _____

Phone: _____ Email: _____

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