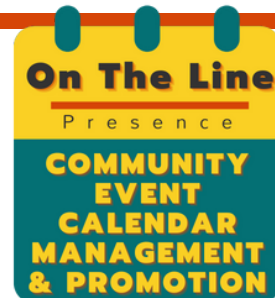


ESSENTIAL SIX

6 SIMPLE QUESTIONS TO ASK AFTER AN EVENT TO MAKE THINGS RUN EVEN SMOOTHER NEXT YEAR

Whether you are a group of 1 or 100, a post-event chat with your staff/volunteers is integral to making next year's event run smoothly. Tips:

- It is best to meet as a group but touch base individually if that is all that time allows
- Meet within 1 week after an event
- Hand out the questions that will be discussed at the meeting either before the event or immediately following the event to best capture the information you are looking for



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Here are my top 6 questions to ask your staff/volunteers to help your event running smoothly next year:

- In your experience, what went well?
- What feedback did you get from attendees?
- What feedback did you get from our sponsors?
- What feedback did you get from the venue?
- What feedback did you get from volunteers/staff?
- What/how can we do better next year?

Here are a few more things to think about and keep track of each year

- Event Objectives: Identify the goals set for the event. Did we achieve them? If so, how did we succeed, and if not, what hindered our progress?
- Budget Management: Was the budget adhered to? Discuss the financial highlights and challenges.
- Attendance Tracking: Record the number of attendees against the goals set. Reflect on the factors that influenced these numbers.
- Attendee Demographics: Analyze the demographics of our audience to tailor future events and marketing more effectively. (I like to keep track of zip codes so I know how far someone traveled for the event.)
- Event Program Alignment: Evaluate how the activities and programs align with our mission. Were these elements received well by the audience?
- Venue Suitability: Assess whether the venue met the event's needs and expectations.
- Vendor Performance: Review if vendors stayed within budget and met expectations.
- Team Performance: Reflect on the contributions and performance of volunteers and staff.
- Technology Utilization: Analyze the effectiveness of the technology used during the event.
- Marketing Effectiveness: Evaluate the marketing channels used and their impact on event awareness and attendance.
- Sponsor Engagement: Keep a record of all sponsor contacts and interactions.
- Brand Visibility: Did the public recognize our organization as the orchestrator of the event?

POST-EVENT ESSENTIAL SIX

Your involvement in today's event was crucial. Thank you!!!
Please take a couple of minutes in the next couple of days to write down a few things to help keep this event at it's best.

In your experience, what went well?

What feedback did you get from attendees?

What feedback did you get from our sponsors?

What feedback did you get from the venue?

What feedback did you get from volunteers/staff?

What/how can we do better next year?

Thank you again!

We will have a chance to discuss the event at our meeting:

Date: _____ Time: _____ Location: _____

Your Name: _____

Your roll in the event: _____

Event: _____

Date: _____