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**Post Event Report**

**Document Created:** Date

[EVENT NAME]

[EVENT LOCATION]

[EVENT DATE]

Prepared by

**Name:** X

**Position:** X

**Company:** X

**Postal Address:** X

**Mobile:** X

**Email:** X

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# Event Summary

In the first few sentences of the report cover the who, what, when, where and why of your event. You may wish to add a brief history of the event if relevant.

* Highlight key achievements
* List key recommendations
* Event day detail (eg. weather)
* Event program

Include a list of all key event staff (internal and external) in this section.

# Objectives

List event objects and measure the success of the event against these and any KPIs. If KPIs weren’t achieved, provide a statement on why not and any future recommendations.

# Event Attendance

Include here event attendee numbers, attendee demographics (age, gender, location), if they stayed overnight (details such as these are best achieved through a post event survey or questions asked through a ticketing system).

|  |  |  |  |
| --- | --- | --- | --- |
| **Event Breakdown**  | **Total Attendees Per day**  | **Local to Kiama** | **Intrastate and interstate (50kms outside Kiama area)** |
| Day 1  |  |  |  |
| Day 2  |  |  |  |
| Players / Participants |  |  |  |
| General Attendees / Spectators |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Ticketing Platform Statistics

## Post Event Feedback Form / Survey / Responses

## Accommodation Room Nights

# Pre Event Key Learnings

[Planning, Feedback, Supplier engagement]

# Event Day Key Learnings

[Summary, Supplier Feedback]

# Post Event Feedback

[Supplier Feedback, Attendee feedback]

# Staffing / Resourcing

Review staff resourcing for your event and provide recommendations for future events.

# Community Collaboration

## Event Sponsors

|  |  |  |
| --- | --- | --- |
| **Sponsor**  | **Acknowledgement**  | **Their Feedback**  |
| X | (Banners / Logo on website etc)  | Happy with coverage / attendance / attended on the day? |
| X |  |  |
| X |  |  |

##

## Businesses / Local Partnerships

|  |  |  |  |
| --- | --- | --- | --- |
| **Group name**  | **Local or OOA** **(out of area)**  | **Involvement**  | **Their Feedback**  |
| X |  | Stallholder  | Happy with coverage / attendance / attended on the day? |
|  |  | Stallholder  |  |
| X |  | Food vendor  |  |
|  |  | Food vendor  |  |
|  |  | Water supplier  |  |
|  |  | Toilet Supplier  |  |
|  |  | Media Partner |  |
|  |  | AV Supplier  |  |
|  |  | Entertainment  |  |

## Community Group and Volunteers

|  |  |  |  |
| --- | --- | --- | --- |
| **Group name**  | **Local or OOA** **(out of area)**  | **Involvement**  | **Their Feedback**  |
| X |  | Sausage Sizzle  | Funds raised / opportunities to connect with community / support local  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

# Marketing, media and promotion

Provide a summary of marketing activities, highlighting successes and failures. Areas to address include:

* Promotional activities and outcomes. Use analytics to support outcomes
* Attendee demographics (where they’re from, their age, job titles). It is important you know your audience and how to target them. Consider displaying this in an infographic
* Social media engagement. Look at growth during the event campaign and engagement at the event
* Media – Summaries event media coverage. Highlight positive outcomes
* Website (include key analytics)
* Review marketing budget and spend
* Include any creative and examples in the appendix of the report

List all key recommendations for future events.

|  |  |  |  |
| --- | --- | --- | --- |
| **MEDIUM** | **COMMENTARY** | **BUDGET ACTUAL** | **RESULT** |
| **Radio** | * Radio Station:
* X ads
 | $X |  |
| **Magazine** | * Digital Magazine
* Local Magazine
 | $X |  |
| **Newspaper** | * Campaign:
* Article in newspaper (press release)
 | $X |  |
| **Website Presence**  | * Event Web Lisitng via ATDW
* I98fm / Wave FM Community Pages
* Listing on [www.kiama.com.au](http://www.kiama.com.au)
 | $X |  |
| **Social media** | * Identify social media platforms & linked businesses
 | $X |  |
| **Print collateral** | * Posters / Flyers
* Destination Kiama flyers
* Event notification letter
 | $X |  |
| **Publicity** | * X
 | $X |  |
| **Event & Directional Signage** | * Destination Kiama Banners
* Highway Sign ($220 - $440)
 | $X |  |
| **Newsletters** | * Newsletter reach:
* Local schools or community groups:
 | $0 |  |

# Funding Analysis

## Funding Breakdown

### Destination Event Funding Amount Provided

$X.XX

### Provide detail on how your event funding and support was expended.

### Note that evidence may be required.

|  |  |  |
| --- | --- | --- |
| **EXPENSES** |  Budget  | Actual |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

# **Demonstration and verification of funding deliverables and funding obligations**

Images of listings / signage / event marketing / website / advertising

# Future recommendations

To conclude your post-event report, summarise key recommendations highlighted throughout the report.