\*YOU MUST CLICK “ENABLE EDITING” IN THE TOP BAR IN ORDER TO EDIT\*

**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

Contents

[Event Summary 3](#_Toc134707255)

[Objectives 3](#_Toc134707256)

[Event Attendance 3](#_Toc134707257)

[Pre Event Key Learnings 3](#_Toc134707261)

[Event Day Key Learnings 3](#_Toc134707262)

[Post Event Feedback 3](#_Toc134707263)

[Staffing / Resourcing 4](#_Toc134707264)

[Community Collaboration 4](#_Toc134707265)

[Event Sponsors 4](#_Toc134707266)

[Businesses / Local Partnerships 4](#_Toc134707267)

[Community Group and Volunteers 4](#_Toc134707268)

[Marketing, media and promotion 4](#_Toc134707269)

[Funding Analysis 5](#_Toc134707270)

[Demonstration and verification of funding deliverables and funding obligations 6](#_Toc134707275)

[Future recommendations 6](#_Toc134707276)

# 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.