



10

Post-event
evaluation

Post-event evaluations are critical to ongoing success.

You should evaluate your event and identify benefits generated for sponsors, government funding agencies and whether objectives were achieved.

With limited financial resources and time constraints, some clubs and associations may find it difficult to undertake an evaluation, particularly in the case of free events.

However, post-event evaluations are critical to ongoing success.

The method of event evaluation outlined in this section should help clubs and associations with event evaluation at minimal cost provided organising committee members are willing to allocate the time.

Debrief meeting

Arrange a debrief meeting of the main committee and sub-committees as soon as possible while your event is fresh in the collective memory.

Review every aspect of event planning, management and marketing, examine any problems and identify ways future events can be improved.

As part of this review, recognise what worked well and what didn't, as well as successes achieved throughout the planning and delivery processes.

A typical debrief would cover:

- organising committee structure and operations,
- funding and sponsorship,
- budget and financial management,
- event program, schedule and attendance,
- timing,
- venue(s),
- equipment,
- operational support services and event logistics,

- risk management,
- transport and parking,
- accommodation,
- security,
- event workforce, including volunteers,
- marketing, communications, PR, media relations, community engagement.

Arrange further debriefs with all external stakeholders to review their perspectives and discuss future events.

Event assessment and evaluation

This will determine whether your event achieved organising committee and other stakeholder objectives. Statistics are needed to report back to sponsors and funding bodies to validate their event investment.

In comparing numbers to original forecasts, sponsors and funding agencies can clearly ascertain if an event assisted them to achieve their event investment goals.

Critically analyse your event in terms of:

- numbers and origin of all event participants (where data is available),
- event revenue from all sources,
- event expenditure,

- budget outcome,
- number of 'visits' on the event website, shares, forwards, hits and check-ins on social media.

If the event was free with no attendance count, get estimates from different sources, particularly event-experienced individuals such as stallholders, exhibitors, concessionaires and police.

Compare each area to the original or re-forecasted numbers to help form an evaluation of the financial, participation, marketing and promotional success of your event.

Critically evaluating an event leads to improved performance and better outcomes for future events.

Critically evaluating an event leads to improved performance and better outcomes for future events.



Final report

Prepare a final report with all key information, successes and learnings from the event.

Acquittal of grant funding

Government agencies providing event funding, grants or subsidies require details of how their support was used. This is commonly referred to as 'acquittal of funding'.

This information should be supplied accurately and promptly following the event, either included in the financial statements or as an attachment showing allocation of the grant or subsidy.

Accountability and transparency means funding acquittal of public money must be treated as mandatory and a post-event priority.

Organising committees not complying with acquittal requirements will have little, if any, chance of future funding.

Accountability and transparency means funding acquittal of public money must be treated as mandatory and a post-event priority.

Looking ahead

Over time, annual events may see a gradual decline in public interest and attendance. All 'products' have a life cycle, which may extend over many years or just a few months. An annual event is no exception.

Inclement weather aside, any declining interest in annual events may be caused by any one or a combination of:

- public attitude of 'seen it all before', 'same old same old', 'nothing new',
- declining effectiveness of marketing methods and channels,
- events held too frequently to maintain public interest and support,
- oversupply of similar events in the community or region aimed at similar markets,
- spectator and/or participant dissatisfaction with a previous event,
- seasonality factors (wrong time of year),
- national and global economic conditions,
- society and attitude change (i.e. no longer a market for this type of event).

Organising committees should determine if declining interest in their event was a one-off or likely to repeat.

In addressing this issue, organising committees can:

- extend the time between the events (e.g. from annual to every 2/3 years),
- change the event date(s) to another time of year,
- change event program and schedule to appeal to new markets,
- shorten the event,
- combine with other compatible local or regional events to create greater impact and wider interest, creating a 'cluster' of events or one large event,
- move the event to another location or venue,
- discontinue the event.

Organising committees embracing change and using entrepreneurial skills to evolve an event have a higher chance of continuing that event's success.

Organising committees embracing change and using entrepreneurial skills to evolve an event have a higher chance of continuing that event's success.



Opposite: Tara Festival of Culture and Camel Races