[event name]

[DATE]

[TIME]

[LOCATION]

FINAL REPORT TEMPLATE

[EVENT]

EVALUATION AND RECOMMENDATIONS

LAST UPDATED: [DATE]

Please note: all details are subject to change.

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# EVENT DESCRIPTION

Include brief description on the event including its objectives, attendance, target market, sponsorship targets and actual, nomination targets and actual etc.

# KEY CHANGES FROM (INSERT PREVIOUS YEAR)

Include an overview of the key changes implemented for this year, in comparison to the previous year/s.

E.g.

|  |  |  |
| --- | --- | --- |
| **Measure** | **Previous year (YYYY)** | **Result (YYYY)** |
| Total event budget allocation  |  |  |
| Total event budget spent |  |  |
| Amount of sponsorship obtained |  |  |
| Number of event attendees/participants  |  |  |
| Number of nominations/vendors/performers etc. |  |  |
| Number of YYYY recommendations implemented  |  |  |

# KEY DATES

Include actual dates, timelines and key influential factors that alter the timing.

E.g.

|  |  |  |
| --- | --- | --- |
| **Subject** | **Date planned** | **Date actioned** |
| Submission of Business Case |  |  |
| Approval of Business Case |  |  |
| Approach to sponsors made |  |  |
| Sponsors contracted |  |  |
| Website launch |  |  |
| Event invitations sent |  |  |
| Event |  |  |

# ROLES AND RESPONSIBILITIES

List and outline the roles and responsibilities for each party.

**KEY STAFF**

Include the key staff who deliver the event and their role/responsibilities, both internal and external.

* Project Coordinator
* Event Manager
* Marketing and Development Manager
* Communication Services or Graphic Designer/Printer
* Steering Committee
* Volunteers

**STAKEHOLDERS**

Include a list of key stakeholders and their relationship with the event.

* PR Agency
* Venue staff
* AV company
* Caterer
* Local council

# PLANNING

**BRIEFING NOTES AND APPROVALS**

**PROGRAM LAUNCH/NOMINATIONS PERIOD**

**JUDGING**

**INVITATIONS AND RSVPs**

|  |  |
| --- | --- |
| **Key successes** | **Key issues** |
| * Detail here
 | * Detail here
 |

**Key Recommendations:**

* Detail recommendations here

**EVENT OPERATIONS AND SUPPLIERS**

Detail all elements related to logistics such as:

* Accreditation and access
* Security
* Other staff on site
* Medical
* Hospitality
* Permits and licenses
* Public transport and access
* Traffic management plan
* Fencing and signage
* Venue evacuation plan and map
* Bump-in and out

**VENUE**

Detail venue issues, requirements etc.

**FOOD AND BEVERAGE**

Detail any catering requirements.

**ENTERTAINMENT PROGRAM**

Detail entertainment used, activities etc.

|  |  |
| --- | --- |
| **Key successes** | **Key issues** |
| * Detail here
 | * Detail here
 |

**Key Recommendations:**

* Detail recommendations here

# RISK MANAGEMENT AND INCIDENT REPORT

Outline any major risks identified, how they were managed and any outcomes.

Detail any incidents that required an incident report – lost children, medical, major evacuations.

# STAKEHOLDER SATISFACTION

Outline if you undertook a stakeholder satisfaction survey. How was it done, who did it, who was surveyed and what were the results.

**Key Recommendations:**

* Detail recommendations here

**FINAL NOTES**

Detail any final notes not previously included

# APPENDIX

**Event management plan** <Insert file name and location>

**Event budget**  <Insert file name and location>

**Marketing and Communication Plan** <Insert file name and location>

**Marketing Report** <Insert file name and location>

**Event Photos** <Insert file name and location>