



East Gippsland Shire Council

Event Management Toolkit

COMPREHENSIVE POST EVENT REPORT TEMPLATE

EVENT REVIEW AND RECOMMENDATIONS

[Insert a hero image from your event on the cover page]

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EXECUTIVE SUMMARY

[A one-page summary of the key highlights of the report]

“[Add a quote that sums up the festival]”

Festival Visitor

STRATEGIC RECOMMENDATIONS

[A summary of the key strategic recommendations of the report i.e. those bigger picture items that will improve sustainability of the event]

1.

2.

3.

4.

5.

1.0 ADMINISTRATION AND GOVERNANCE

1.1 Event Details

[A summary of what happened on event day including all event elements, celebrities, issues, successes, etc]

“[A quote summing up the day]”

Festival Visitor

1.2 Event Demographic and Market

[A snapshot of where visitors came from and their age groups indicating the current market of the festival, from survey results. Graphs can be used to show such information visually. Include full survey responses and Economic Impact Report if one exists in an Appendix.]

1.3 Event Organisation Structure

The success of the event is due to the teamwork and commitment of the volunteers, particularly the following committee members and coordinators:

Executive Committee	[names]
Festival Coordinator	
Secretary	
Treasurer	
Finance Coordinator	
Committee Member	
Committee Member	

Area [as applicable to your festival]	Coordinator	Assistant
Bar		
Barbecue		
Children's Activities		
Farm Tours		
Merchandise		
Music		
Parking		
Photo Competition		
Signage		
Stallholders		
Volunteers		

1.4 Volunteer Management

Coordinator: [Name]

[Insert a summary of the results in this area.]

EXAMPLE:

The Festival continues to surprise everyone by the enthusiastic support it receives from so many volunteers wanting to help. In [year], [number] of volunteers worked as a cohesive and committed team to again ensure the festival ran smoothly, with a happy smile for all visitors.

Volunteers came from [...]. They set up marquees, cleaned toilets, greeted visitors, prepped for celebrities, sold merchandise, conducted surveys, set up and packed down tables and chairs, cooked BBQs, served beers and much more.

Volunteers commit to the festival in the final weeks prior to the festival. This at times has the Festival committee and Volunteer Coordinator nervous. However, the community always rally and get behind the festival at the last minute.

All volunteers were thanked for their efforts with a special Thank You barbecue after the festival.

The role of Volunteer Coordinator is a time-consuming position, with [name] working hard to recruit, roster and support volunteers.

KEY RECOMMENDATIONS: [examples]

- Could have used another 20 volunteers for the event day
- Try to mitigate last-minute volunteers to reduce the stress of organising everything in the past few weeks – use local groups [such as...]

2.0 POST-EVENT EVALUATION

2.1 Event Surveys and Feedback

In addition to the face-to-face surveys conducted by ... on the event day, several online surveys were made available through SurveyMonkey to include feedback from visitors, stallholders, volunteers, coordinators and sponsors. Surveys were also sent to the participants of the ticketed elements. The survey link was distributed via email, newsletter and social media. This survey method resulted in [number of responses received by each of stakeholder type, e.g. visitor, sponsor and stallholder] responses being received, which is a positive result and good sample size.

The survey opened on [date] and closed on [date], giving respondents a significant period to complete the survey.

Further to this was in the informal feedback received via the event email address and social media. It is pleasing to see visitors and stakeholders willingly providing feedback and constructive advice.

Please see Appendix [#] for the complete survey results.

2.2 Committee Debrief

A formal event debrief was held with the executive committee on [date]. A further formal event debrief was held on [date] with all event coordinators. This debrief allowed each coordinator to provide constructive feedback on how their area of responsibility could be enhanced. Coordinators were also able to provide this feedback via an online survey.

The information from the debrief has been captured within this report.

3.0 PROGRAM OUTCOMES AND RECOMMENDATIONS

[In this section, you need to list each element of your event, the name of its coordinator, details about how things went for that element on event day, changes made that were new this year and how they went, things that went well, key recommendations for changes for next year, and a quote from an event visitor representing that element. This will then be used to pass on to the appropriate committee member to help them manage that element of the event next year.]

Example:

3.1 Music

[Insert summary of results – what worked and what could be improved.]

KEY RECOMMENDATIONS:

[Insert the key recommendations for future events to improve this area.]

4.0 OPERATIONS AND LOGISTICS

[Do the same as you have done for 3.0 Program Outcomes for the operations and logistics of the event]

4.1 Site Plan [example structure of each section]

Coordinator: [Name]

New things added to the site plan: [Examples]

- Site extended
- Additional toilets added
- More seating added throughout
- Sitemap format changed to accommodate expected numbers and increased stallholders

KEY RECOMMENDATIONS: [Examples]

- Reconsider the positioning of stalls, ensuring they are the focal point of the entire site
- The music tent worked well, but rather than hay bales consider tables and chairs with umbrellas

4.2 Site Preparation and Operations

4.3 Traffic Management and Car Parking

5.0 FINANCE

Coordinator: [name]

5.1 Operation

Things that were done well:

-

KEY RECOMMENDATIONS:

[Insert the key recommendations for future events to improve this area.]

5.2 Entry Fee

The festival raised \$[amount] from [eg donations through the gate], which is more/less than \$[amount] from previous year.

KEY RECOMMENDATIONS:

[Insert the key recommendations for future events to improve this area.]

5.3 Float

Total Float \$[amount]

KEY RECOMMENDATIONS:

[Insert the key recommendations for future events to improve this area.]

5.4 Festival Fundraising Activities

Following is an overview of the revenue streams and fundraising activities for this year.

Example:

Gate Takings		
Sponsorship/Grants		
Stallholders		
Merchandise		
Beverage Income (Bar)		
Kids' Activities		
Raffle		
Misc. Income		
[Ticketed Element]		
Bank Interest		
Total		

5.5 Income and Expenditure breakdown

Following provides a breakdown of the income and expenditure for the festival. The targeted figures were based on a forecasted number of [number] visitors, which was based on an estimate from the previous year.

Example:

INCOME	Target	Actual
Gate Takings		
Sponsorship/Grants		
Stallholders		
Merchandise		
Beverage Income (Bar)		
Kids' Activities		
Raffle		
Misc. Income		
[Ticketed Element]		
Bank Interest		
Total Income		
EXPENDITURE	Target	Actual
Professional Assistance		
Insurance		
Marketing		
Music Marquee		
Main Marquee		
Food and Stalls		
Kids' Activities		
Operations		
Office		
Merchandise		

[Ticketed Element]		
Volunteer Thank you		
Program Launch		
Contingency		
Miscellaneous		
Community Projects		
Total Expenditure		
PROFIT		

6.0 SPONSORSHIP AND GRANTS

6.1 Sponsorship

Without the assistance and support of the event sponsors the event would not be the success it is today. Below is a list of all the event's loyal sponsors and the support they provide.

Examples below:

ORGANISATION	AGREEMENT
LOYAL ONGOING CASH SPONSORS	
	Children's Marquee Sponsor \$1,000 cash + in kind
	Main Marquee Sponsor \$12,000 cash
	Entrance Sponsor \$1,500

ORGANISATION	AGREEMENT
NEW CASH SPONSORS	
	\$5,000 cash and in-kind and marketing
	Music Tent \$5,000 cash

	Raffle donation
	All printing (program, save the date cards)
	Buses with stickers and shuttle bus
	Printing of volunteer tags
	Supply cooking equipment
	Electrical work at the event
	Sandpit for kids
	Marquees and barbecue
	Raffle prize
	Marquees and barbecue
	Sparkling wine for raffle prize
	Rubbish bins and collection
	Reduced rate on portable toilets
	FOC Accommodation for media-familiarisation tours
	TV Advertising – Media Partner
	Print Advertising – Media Partner
	Radio Advertising – Media Partner

“[Quote from a sponsor]”

A Sponsor

6.2 Grants

State Tourism Organisation	[amount]
Council	[amount]

KEY RECOMMENDATIONS: [Examples]

- Review the requirements for grants to understand if they are placing undue pressure on the event and its volunteers
- Without the sponsor and grant support the event would struggle to break even. This needs to be addressed so that the reliance on external funding can be reduced.

7.0 MARKETING AND PARTNERSHIPS

7.1 Media Spend

The following channels were used to market the festival this year:

CHANNEL	MEDIA COMPANY	AUDIENCE [location of promotion]
Newspaper and Online	[newspaper name]	
Radio	[radio name]	
In-Terminal Display, Online and Paid Social Media Ads	[airport name]	
Street Banner	[Council name]	
TV Ads	[TV channel name]	
Digital	Google AdWords and remarketing	
Print and Online Magazine	[magazine name]	
Social Media	Facebook and Instagram adverts	

7.2 Media Coverage

[Insert a summary of the non-paid media coverage and PR received]

Please find the full Media Report in Appendix [#].

7.3 Website and Online Ticket Sales

[Insert a summary of website success and feedback from visitors around the website]

For [x] years, the festival has used [x] as its online ticket merchant...

KEY RECOMMENDATIONS: [examples]

- Review the website and consolidate information

7.4 Packaging and Partnerships

Significant effort was put into creating and promoting packages for the event. [Coach tour company] was engaged to put together a full package including the event, [and other elements]. There were several options including [e.g. flights out of [major cities]].

Further, [e.g. Airline and Airport] assisted with the promotion of these packages using digital channels including social media and their website.

The following partners came on board to offer and promote packages:

- [insert list]

KEY RECOMMENDATIONS: [examples]

- Availability of packages to be purchased online through tour company
- Consider packaging in other ways or just with one element of the event

8.0 CONCLUSION

[Insert a closing wrap up based on all feedback and findings]

9.0 APPENDICES