

## EVENT SUMMARY, OBJECTIVES & EVALUATION

Name of Event

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Event Host Organization

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Date and Time of Event

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Event Location

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Event Sponsors

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External Event Partners

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### Event objectives:

- Enhance College's (department, center and/or program) reputation/status among target audiences
- Cultivate relationships with community (with whom, specifically?)

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- Cultivate relationships among faculty and across University
- Educate the community, faculty and/or students
- Showcase achievements among faculty/students of the College
- Other (specify)

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**Intended target audiences:**

- Alumni
- Community/community leaders
- Faculty/Staff
- Students: Undergraduate \_\_\_\_\_ Graduate \_\_\_\_\_
- Parents
- Donors/Friends of college
- Corporations

**How will this event and its activities meet your stated objectives?**

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**How will you measure the event's success in achieving its objectives?**

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**Budget:**

Food & Beverage: \_\_\_\_\_

Other expenses: \_\_\_\_\_

**Will the Dean attend the event?** \_\_\_ Yes \_\_\_ No

*If yes, what will the Dean's role be at the event?*

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**What other VIPs will attend, and how do they link to the stated objectives?**

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**Who else will participate in the program and what will their role be?**

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**Other pertinent information about the event**

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**This summary and objectives are only for your use. Keeping your target audiences and your goals in mind can be helpful as you plan your event.**

## INTERNAL POST-EVENT EVALUATION

Name of event: \_\_\_\_\_ Date of evaluation: \_\_\_\_\_

Describe how the strategic event objectives were met: \_\_\_\_\_

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What objectives, if any, were not met?

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Did the event stay on budget?    Yes    No

Did the desired attendees come?    Yes    No

If not, what happened? \_\_\_\_\_

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What worked well at this specific event? \_\_\_\_\_

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What improvements should be made for future similar events?

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Evaluate the following (5=excellent, 1=problematic):

Promotion:	5	4	3	2	1
Attendance (number):	5	4	3	2	1
Attendees (target groups):	5	4	3	2	1
Flow of event:	5	4	3	2	1
Food and Beverage:	5	4	3	2	1
Reception set-up:	5	4	3	2	1

Service (staff, caterers):	5	4	3	2	1
Speaker presentation:	5	4	3	2	1
Technical/AV:	5	4	3	2	1

Additional comments: \_\_\_\_\_

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This is intended for your internal evaluation of your event. You may want to send it to your sponsors or hosts and/or your organizers.

Included elsewhere in this toolkit is a Comment Card example that you can modify and distribute to guests for their evaluations of your event. You may choose to hand it out at the event and have it returned by the end of the event, or if you capture email addresses of attendees you may choose to send the Comment Cards electronically.