SOP Template: Post-event Evaluation and Reporting

This SOP details the process of **post-event evaluation and reporting**, covering the systematic review of event outcomes, data collection and analysis, stakeholder feedback integration, identification of successes and areas for improvement, and the preparation of comprehensive evaluation reports. The goal is to enhance future event planning and execution through informed decision-making based on thorough post-event assessments.

1. Purpose

To define the process and responsibilities for conducting post-event evaluation and reporting, ensuring consistent and data-driven improvement for future events.

2. Scope

This SOP applies to all organizational events that require formal review and reporting, including but not limited to conferences, workshops, seminars, and internal gatherings.

3. Responsibilities

- **Event Manager:** Leads the evaluation process and report compilation.
- **Evaluation Team:** Collects and analyzes data, and synthesizes findings.
- **Stakeholder Liaison:** Gathers feedback from attendees, sponsors, and partners.
- **Quality Assurance:** Reviews the final report for accuracy and completeness.

4. Procedure

1. **Initial Debrief**
   - Convene with event staff/team within 2 days post-event.
   - Review immediate impressions and logistical issues.
2. **Data Collection**
   - Gather quantitative data (attendance, budget, ROI, etc.).
   - Distribute feedback surveys to all stakeholders (attendees, speakers, sponsors, partners).
   - Collect anecdotal feedback where applicable.
3. **Data Analysis**
   - Analyze survey results and quantitative data for trends and anomalies.
   - Summarize key metrics: satisfaction rates, achievement of objectives, problem areas, and suggestions for improvement.
4. **Identify Successes and Opportunities**
   - Highlight areas of success and document best practices.
   - Identify issues encountered and root causes.
   - Recommend actionable improvements.
5. **Prepare Evaluation Report**
   - Compile findings in a standardized report format (see Section 6: Report Template).
   - Include executive summary, methodology, results, analysis, conclusions, and recommendations.
6. **Disseminate Report**
   - Distribute the report to stakeholders and senior management.
   - Archive report and supporting data for future reference.
7. **Implement Follow-up Actions**
   - Assign and track action items for improvement before next event planning cycle.

5. Documentation and Records

- Completed evaluation report
- Raw survey data and feedback forms
- Meeting notes from debrief sessions
- Action item tracker

6. Report Template

Section	Description

Title Page	Event name, date, location, prepared by, date of report
Executive Summary	Key outcomes and high-level insights
Objectives & KPIs	Restate event objectives and success criteria
Data & Results	Attendance, budget, survey responses, key metrics
Stakeholder Feedback	Summary of feedback from all groups
Analysis & Discussion	Interpretation of results, successes, challenges
Recommendations	Actionable items and strategies for improvement
Appendices	Raw data, survey instruments, supplementary materials

7. Review and Revision History

- **Version 1.0** â€" [Date]: Initial Release
- **Next Review:** [Date]