

SOP Template: Post-event Feedback Collection and Reporting Procedures

This SOP details the **post-event feedback collection and reporting procedures**, encompassing the methods for gathering attendee feedback, tools and techniques for effective data collection, analysis and interpretation of feedback data, preparation of comprehensive feedback reports, communication of findings to relevant stakeholders, and continuous improvement based on feedback insights to enhance future event planning and execution.

1. Purpose

To establish a standardized process for collecting, analyzing, and reporting attendee feedback following an event, ensuring actionable insights are obtained to improve future events.

2. Scope

This SOP applies to all staff responsible for event planning, management, and evaluation. It covers all types of events organized by the organization.

3. Responsibilities

- **Event Coordinator:** Oversees the feedback process and ensures compliance with this SOP.
- **Data Analyst:** Analyzes the collected feedback and prepares reports.
- **Event Team:** Assists with distribution and collection of feedback tools.
- **Management:** Reviews findings and implements recommendations.

4. Procedures

4.1 Feedback Collection Methods

- Distribute post-event surveys (online or paper-based) within 24-48 hours of event completion.
- Conduct follow-up interviews or focus groups with selected attendees, if applicable.
- Encourage real-time feedback through event apps or social media platforms.
- Collect informal feedback from staff, sponsors, and other stakeholders.

4.2 Tools and Techniques

Tool/Technique	Description
Online Survey Platforms (e.g., Google Forms, SurveyMonkey)	For widespread, systematic data collection from attendees.
Event Apps	In-app feedback and live polling during sessions.
Email Follow-ups	Personalized feedback requests and reminders.
Interviews/Focus Groups	Qualitative insights for deeper understanding of attendee experiences.

4.3 Data Collection and Storage

1. Compile all feedback responses in a secure, designated database or spreadsheet.
2. Ensure data privacy and confidentiality in line with organizational policies.
3. Track survey response rates and issue reminders as needed.

4.4 Data Analysis and Interpretation

1. Quantitative Data: Aggregate scores, identify trends, and measure performance against KPIs.
2. Qualitative Data: Thematically code open-ended comments for key themes and sentiments.
3. Identify significant positive and negative feedback, as well as actionable suggestions.

4.5 Report Preparation

1. Create a comprehensive report including:
 - Executive summary
 - Methodology
 - Key findings (with visualizations/charts where possible)
 - Recommendations for improvement
 - Appendix with feedback tools and raw data, if appropriate
2. Review report for accuracy and completeness.

4.6 Communication of Findings

- Disseminate the report to management and relevant stakeholders within two weeks of event conclusion.
- Present key findings in a meeting or via a digital communication platform as appropriate.
- Archive feedback reports for future reference and benchmarking.

4.7 Continuous Improvement

- Integrate feedback findings into planning for future events.
- Update event management processes and training materials based on lessons learned.
- Review and revise this SOP as needed to reflect best practices and organizational changes.

5. Documentation

- Blank and completed survey templates
- Raw and processed feedback data files
- Feedback analysis reports
- Meeting minutes where findings are discussed

6. Revision History

Date	Version	Description	Author
2024-06-01	1.0	Initial SOP draft	Event Management Team