

# Standard Operating Procedure (SOP): Post-event Evaluation and Feedback Collection

This SOP details the process for **post-event evaluation and feedback collection**, covering the systematic review of event outcomes, gathering participant and stakeholder feedback, analyzing data for improvements, documenting lessons learned, and implementing actionable recommendations. The goal is to enhance future event planning and execution by ensuring continuous improvement through structured assessment and effective feedback mechanisms.

## 1. Purpose

To establish a standardized method for evaluating events, collecting and analyzing feedback, and implementing continuous improvements.

## 2. Scope

This SOP applies to all events organized by the organization, including but not limited to conferences, workshops, seminars, and internal meetings.

## 3. Responsibilities

Role	Responsibility
Event Coordinator	Leads the post-event review, oversees feedback collection, and compiles final reports.
Team Members	Assist in distribution of feedback tools, data collection, and analysis.
Stakeholders	Provide input and feedback based on their experience at the event.

## 4. Procedure

- Post-event Review Meeting**
  - Schedule a review meeting with the event team within 1 week of the event.
  - Discuss successes, challenges, and areas for improvement.
- Feedback Collection**
  - Develop feedback forms/surveys tailored to participants, stakeholders, and partners.
  - Distribute feedback tools within 2 days post-event via email or event platforms.
  - Set a deadline for feedback submission (typically 5-7 days after distribution).
- Data Compilation and Analysis**
  - Collect and compile all responses.
  - Analyze quantitative data (ratings, scores, etc.) and qualitative responses (comments, suggestions).
  - Identify trends, strengths, and areas that require attention.
- Documentation of Lessons Learned**
  - Document key findings, lessons learned, and recommended actions.
  - Store documentation in an accessible location for future reference by the team.
- Implementation of Recommendations**
  - Share results and lessons with relevant stakeholders.
  - Prepare an action plan outlining steps for improvement and assign responsibilities.
  - Monitor implementation in subsequent events.

## 5. Documentation

- Post-event review meeting minutes
- Feedback survey templates and results
- Lessons learned report
- Action plan for improvements

## 6. Review and Update

This SOP should be reviewed annually and updated as necessary based on feedback and changes in best practices.

## **7. Appendices**

- Appendix A: Sample Event Feedback Form
- Appendix B: Post-event Review Meeting Agenda Template