

# SOP: Post-event Evaluation and Reporting

This SOP defines the process for **post-event evaluation and reporting**, covering the collection and analysis of event data, assessment of performance against objectives, identification of strengths and areas for improvement, documentation of lessons learned, preparation of comprehensive evaluation reports, and communication of findings to stakeholders. The goal is to ensure continuous improvement and accountability through systematic review and transparent reporting of event outcomes.

## 1. Purpose

To establish a standardized process for evaluating events, reporting findings, and ensuring lessons learned are applied for future improvements.

## 2. Scope

This SOP applies to all events coordinated or facilitated by the organization and all personnel involved in event planning and execution.

## 3. Responsibilities

- Event Manager:** Oversees the evaluation process, ensures timely reporting, and leads lessons learned discussions.
- Event Team Members:** Collect relevant data, contribute feedback, and assist in compiling the evaluation report.
- Stakeholders:** Review evaluation findings and participate in improvement initiatives.

## 4. Definitions

Term	Definition
Evaluation	Systematic assessment of an event's outcomes against predefined objectives.
Stakeholders	Individuals or groups with an interest or concern in the event and its results.
Lessons Learned	Insights gained from the evaluation process to improve future event planning and execution.

## 5. Procedure

- Data Collection**
  - Gather quantitative data (attendance, feedback scores, budget adherence, etc.).
  - Collect qualitative data (participant feedback, team observations, stakeholder comments).
- Data Analysis**
  - Compare results against event objectives and success criteria.
  - Identify trends, patterns, strengths, and areas for improvement.
- Team Review**
  - Conduct a post-event meeting with the event team to discuss findings and gather further insights.
- Documentation of Lessons Learned**
  - Summarize key learnings and recommendations for future events.
- Preparation of Evaluation Report**
  - Complete a structured report including methodology, data analysis, findings, lessons learned, and action items.
- Communication**
  - Disseminate the evaluation report and key findings to relevant stakeholders.
  - Archive documentation for reference in future event planning.

## 6. Evaluation Report Template

Section	Description
Event Overview	Summary of event purpose, date, location, and objectives.
Key Metrics	Attendance, satisfaction scores, budget performance, etc.

Findings	Analysis of data and assessment against objectives.
Strengths	What went well during the event.
Areas for Improvement	Challenges, issues encountered, and suggested improvements.
Lessons Learned	Key takeaways for future events.
Action Items	Recommendations and follow-up actions with responsible persons and deadlines.

## 7. Records & Document Control

- Store all evaluation reports and related data in the designated document management system.
- Review and update this SOP annually or after significant changes in event processes.