SOP: Post-event Evaluation and Reporting

This SOP details the process for **post-event evaluation and reporting**, including data collection, analysis of event outcomes, identification of successes and areas for improvement, stakeholder feedback integration, and preparation of comprehensive evaluation reports. The aim is to enhance future event planning and execution by systematically reviewing performance and documenting lessons learned.

1. Purpose

To define a standard process for evaluating events after completion, ensuring constructive feedback and continuous improvement in future event planning and implementation.

2. Scope

This SOP applies to all staff involved in event planning, execution, and assessment.

3. Responsibilities

- **Event Manager:** Oversees the entire evaluation process.
- **Data Analyst:** Compiles and analyzes data.
- **Stakeholder Liaison:** Gathers stakeholder feedback.
- **Report Author:** Prepares and distributes the evaluation report.

4. Procedure

1. **Data Collection**

   - Gather quantitative data (e.g., attendance, budget performance, engagement rates).
   - Collect qualitative data (e.g., participant feedback, staff debrief notes).
   - Solicit feedback from stakeholders via surveys or interviews.

2. **Analysis of Event Outcomes**

   - Compare actual outcomes against event objectives and KPIs.
   - Identify trends, anomalies, and notable performance indicators.
   - Document lessons learned, successes, and areas needing improvement.

3. **Stakeholder Feedback Integration**

   - Summarize stakeholder feedback.
   - Identify recurring themes, concerns, or suggestions.
   - Incorporate feedback into findings and recommendations.

4. **Preparation of Evaluation Report**

   - Compile findings, data analysis, and feedback integration into a structured report.
   - Include executive summary, methodology, results, recommendations, and action items.

5. **Report Distribution and Archiving**

   - Share evaluation report with relevant stakeholders.
   - Archive the report for future reference.

5. Documentation & Records

Document	Location	Retention Period
Event Data Sheets	Shared Drive / Project Folder	3 years
Stakeholder Feedback	Shared Drive / Feedback Folder	3 years
Evaluation Reports	Shared Drive / Reports	Permanent

6. Review & Continuous Improvement

- This SOP shall be reviewed annually or following significant events.
- Modifications are based on feedback and evolving best practices.

7. References

- Event Planning & Management Policy
- Data Protection & Privacy Policy