

# SOP: Post-event Evaluation, Feedback Collection, and Reporting

This SOP details the process for **post-event evaluation, feedback collection, and reporting**, including methods for gathering participant and stakeholder feedback, evaluating event outcomes against objectives, analyzing data for improvements, compiling comprehensive reports, and ensuring actionable insights are communicated to relevant teams to enhance future events and overall organizational effectiveness.

## 1. Purpose

To define standardized procedures for post-event evaluation, systematic collection and analysis of feedback, and structured reporting to inform continuous improvement for future events.

## 2. Scope

This SOP applies to all events organized by [Organization Name], including internal and external events, workshops, conferences, and seminars.

## 3. Responsibilities

Role	Responsibilities
Event Coordinator	Oversees the evaluation and reporting process; compiles and delivers feedback reports.
Team Members	Assist in feedback collection and data entry; participate in debrief sessions.
Stakeholders	Provide honest and constructive feedback.
Management	Reviews reports; ensures recommendations are implemented.

## 4. Procedure

- 1. Initiate Post-event Review**
  - Schedule an internal team debrief within 3 business days of event completion.
  - Define event objectives and KPIs for evaluation.
- 2. Feedback Collection**
  - Distribute feedback surveys to participants and stakeholders within 2 business days post-event.
  - Utilize a mix of quantitative (rating scales) and qualitative (open-ended) questions.
  - Collect feedback via online forms, paper surveys, or brief interviews as appropriate.
  - Ensure anonymity and confidentiality as needed.
- 3. Data Analysis**
  - Consolidate all feedback data into a centralized system (e.g., spreadsheet, CRM, analytics tool).
  - Quantitatively analyze survey data; summarize common themes from qualitative responses.
  - Compare results against predefined KPIs and event objectives.
- 4. Compile Comprehensive Report**
  - Summarize event outcomes, feedback scores, key insights, and suggested improvements.
  - Create an executive summary and attach supporting data and graphs/visualizations.
- 5. Communicate Results & Actionable Insights**
  - Share the report with relevant teams and stakeholders within 2 weeks of the event.
  - Highlight actionable recommendations and follow-up actions needed for future events.
  - Assign responsibility for each action item and set review dates.
- 6. Archiving & Continuous Improvement**
  - Store all reports and feedback securely for future reference.
  - Integrate key learnings into organizational best practices and planning templates.

## 5. Documentation

- Post-event survey template
- Event evaluation checklist
- Feedback data collection forms

- Post-event evaluation report template

## 6. Review & Updates

This SOP should be reviewed annually or after major events for ongoing relevance and effectiveness. Updates must be recorded in the SOP revision log and communicated to all stakeholders.

## 7. Revision Log

Version	Date	Description	Approved by
1.0	[Date]	Initial SOP release	[Name]