Standard Operating Procedure (SOP): Post-event Evaluation, Reporting, and Documentation

This SOP details the process for **post-event evaluation, reporting, and documentation**, encompassing systematic assessment of event outcomes, collection and analysis of relevant data, preparation of comprehensive reports, and accurate documentation of findings. It aims to enhance future event planning, ensure accountability, and facilitate continuous improvement through structured feedback and record-keeping practices.

1. Purpose

To establish a standardized method for evaluating, reporting, and documenting event outcomes in order to drive ongoing improvement, accountability, and effective knowledge transfer for future events.

2. Scope

This SOP applies to all events organized by the organization, including internal and external meetings, conferences, seminars, and workshops.

3. Responsibilities

Role	Responsibility
Event Manager	Oversees the entire post-event process, assigns tasks, and ensures completion of the evaluation and reporting.
Project Team Members	Collect and analyze feedback, assist in report preparation, and maintain documentation.
Data Analyst (if applicable)	Processes quantitative and qualitative data from the event.
Admin Assistant	Maintains records, archives documentation, and supports logistical needs.

4. Procedures

1. **Event Debrief Meeting**
   - Schedule a debrief meeting within 3â€"7 days post-event.
   - Invite all relevant stakeholders and team members.
   - Review event objectives, achievements, challenges, and lessons learned.

2. **Data Collection**
   - Gather quantitative data: attendee statistics, budget report, incident logs, etc.
   - Collect qualitative data: feedback from surveys, interviews, open comments.
   - Document media coverage and social media engagement.

3. **Data Analysis**
   - Analyze participant feedback for satisfaction levels and improvement points.
   - Evaluate whether objectives and KPIs were met.
   - Identify trends, recurring issues, and notable successes.

4. **Report Preparation**
   - Compile a comprehensive post-event report including executive summary, data analysis, achievements, challenges, recommendations, and appendices.
   - Review findings with key decision-makers before finalizing the report.

5. **Documentation and Record-keeping**
   - Archive all relevant documents: reports, feedback forms, data files, correspondence.
   - Ensure digital copies are securely stored following data protection protocols.
   - Log the report location and access details in the event records index.

6. **Continuous Improvement**
   - Review action items and recommendations at routine intervals.
   - Apply lessons learned to planning and execution of future events.

5. Documentation and Reporting Checklist

- Event debrief meeting minutes
- Participant and stakeholder feedback
- Data analysis summaries (quantitative and qualitative)
- Comprehensive post-event report
- Financial statements related to the event
- Media and communications documentation
- Lessons learned log
- Archival record of all documents

6. References

- Event planning SOP
- Data protection policy
- Feedback survey templates

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