

# SOP: Post-event Feedback Collection and Reporting

This SOP describes the process for **post-event feedback collection and reporting**, detailing how to gather participant opinions and experiences after an event, analyze the feedback for actionable insights, compile comprehensive reports, and communicate findings to relevant stakeholders. The goal is to enhance future events by systematically capturing and utilizing attendee feedback to improve event planning, organization, and overall participant satisfaction.

## 1. Purpose

To establish a standardized process for collecting, analyzing, and reporting feedback from event participants, ensuring continuous improvement of future events.

## 2. Scope

This procedure applies to all staff involved in organizing and managing events, including event coordinators, marketing teams, and management.

## 3. Responsibilities

- **Event Coordinator:** Oversees the feedback collection and reporting process.
- **Survey Administrator:** Designs and distributes feedback tools.
- **Data Analyst:** Analyzes feedback and generates reports.
- **Management/Stakeholders:** Reviews report and implements recommended improvements.

## 4. Procedure

1. **Develop Feedback Tools**
  - Design surveys or questionnaires tailored to the event objectives.
  - Include both quantitative (rating scales) and qualitative (open-ended) questions.
  - Test the survey for clarity and technical functionality.
2. **Distribute Feedback Request**
  - Send feedback forms to all participants within 24-48 hours post-event.
  - Communicate the importance of feedback and ensure anonymity if possible.
3. **Collect Responses**
  - Monitor response rate and send reminders to increase participation.
  - Keep the feedback collection window open (typically 5-7 days).
4. **Analyze Feedback**
  - Aggregate quantitative data for statistical trends.
  - Sift through qualitative feedback for key themes and insights.
  - Highlight actionable items, strengths, and areas for improvement.
5. **Compile Report**
  - Summarize survey response rates and demographics (if available).
  - Include data visualizations (charts, graphs) where appropriate.
  - Document major findings and recommended actions.
6. **Share Findings**
  - Distribute the report to stakeholders and relevant teams.
  - Discuss findings in follow-up meetings to facilitate improvements.
7. **Archive Feedback and Reports**
  - Securely store feedback data and reports for reference in future event planning.
  - Maintain confidentiality of responses.

## 5. Documentation and Records

- Feedback survey/questionnaire templates
- Raw feedback data files
- Analysis spreadsheets/reports
- Final feedback summary report
- Communications with respondents (e.g., email invitations, reminders)

## **6. Review and Continuous Improvement**

- Regularly review this SOP after each event cycle.
- Incorporate suggestions from stakeholders to enhance the feedback process.
- Update templates and tools as needed based on evolving needs.

## **7. Appendix**

- Sample feedback survey
- Sample report template