# Standard Operating Procedure (SOP) Post-Event Evaluation and Reporting

This SOP establishes the process for **post-event evaluation and reporting**, detailing the steps to analyze event outcomes, gather feedback from stakeholders, assess the effectiveness of event objectives, identify areas for improvement, and document findings. The goal is to enhance future event planning and execution through comprehensive review and transparent reporting.

## 1. Purpose

To outline a standardized method for conducting evaluations after each event, ensuring lessons learned are documented and applied to future events.

## 2. Scope

Applies to all events organized by the [Organization/Department Name], regardless of size or type.

## 3. Responsibilities

| Role | Responsibilities |
|------|------------------|
| Event Coordinator | Leads post-event evaluation process and reporting. |
| Event Team Members | Provide input, feedback, and support data collection efforts. |
| Stakeholders | Participate in surveys/interviews, provide feedback. |

## 4. Procedure

1. **Schedule Evaluation Meeting**
   - Within 1-5 business days post-event, convene team meeting to review event outcomes and assign tasks.
2. **Collect Data and Feedback**
   - Distribute feedback forms/surveys to attendees, staff, and stakeholders.
   - Review quantitative data (attendance, budget, sales, etc.).
   - Gather media coverage and social media analytics, if applicable.
3. **Analyze Event Outcomes**
   - Compare actual results to event objectives and KPIs.
   - Identify successful elements and areas for improvement.
4. **Document Lessons Learned**
   - Summarize feedback, challenges, and recommendations for future events.
5. **Prepare Post-Event Report**
   - Compile findings, data analytics, stakeholder comments, and action items into a formal report using the designated template (see section 7).
6. **Share and Archive Report**
   - Distribute report to relevant stakeholders and archive for reference in future event planning.

## 5. Documentation

- Post-Event Feedback Forms
- Survey Results
- Attendance Reports
- Financial Summaries
- Post-Event Evaluation Report

## 6. Review and Continuous Improvement

- Regularly update the SOP based on feedback from event teams and changing organizational needs.
- Ensure all lessons learned are shared with future event planning committees.

# 7. Post-Event Report Template (Sample Outline)

1. **Event Overview**
   - Name, date, location, and purpose of the event.
2. **Objectives & KPIs**
   - Stated objectives and key performance indicators.
3. **Attendance & Participation**
   - Actual attendance numbers, demographic data, and engagement metrics.
4. **Budget & Financial Summary**
   - Overview of expenditures, income, variances, and remarks.
5. **Feedback Summary**
   - Analysis of survey results and stakeholder feedback.
6. **Successes**
   - Highlights and successful elements.
7. **Challenges & Areas for Improvement**
   - Issues encountered, lessons learned, and recommendations.
8. **Action Items for Future Events**
   - Specific steps and responsibilities for follow-up or improvement.
9. **Appendices**
   - Attendance lists, survey data, supporting materials.

# 7. Post-Event Report Template (Sample Outline)