SOP Template: Post-event Evaluation and Feedback Collection

This SOP details the process for **post-event evaluation and feedback collection**, including methods for assessing event success, gathering participant feedback, analyzing data for improvements, and documenting lessons learned. The goal is to enhance future events by systematically reviewing outcomes and incorporating stakeholder insights.

1. Purpose

To outline systematic steps to evaluate event success, collect and analyze feedback, and apply learnings for continuous improvement of future events.

2. Scope

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

3. Responsibilities

- **Event Manager:** Overall coordination, ensures SOP adherence.
- **Feedback Coordinator:** Prepares tools, gathers and analyzes feedback.
- **Team Members:** Support data collection and analysis as needed.

4. Procedure

1. **Schedule Evaluation Session**
   - Within 1-3 days post-event, arrange a debrief with the event team.
2. **Define Evaluation Criteria**
   - Determine success metrics (e.g., attendance, engagement, satisfaction scores).
   - Review pre-defined objectives and KPIs for the event.
3. **Design Feedback Tools**
   - Prepare surveys/questionnaires for participants, sponsors, staff.
   - Include quantitative (Likert scale) and qualitative (open-ended) questions.
4. **Collect Feedback**
   - Distribute surveys via email or event app within 1-2 days post-event.
   - Encourage responses with reminders and/or incentives.
   - Optional: Conduct follow-up interviews or focus groups for deeper insights.
5. **Compile and Analyze Data**
   - Aggregate quantitative metrics (e.g., satisfaction ratings, NPS).
   - Summarize qualitative comments to identify trends and issues.
6. **Document Findings**
   - Prepare a post-event evaluation report with key outcomes, feedback summary, and lessons learned.
7. **Share Results & Recommendations**
   - Provide the report to stakeholders, sponsors, and the planning team.
   - Highlight actionable improvements for future events.
8. **Archive Documentation**
   - Store all feedback data and reports in a designated, accessible location.

5. Sample Questions for Feedback Surveys

Type	Example
Rating	On a scale of 1-5, how satisfied were you with the event overall?
Open-ended	What did you enjoy most or least about the event?
Net Promoter Score (NPS)	How likely are you to recommend this event to a colleague?

6. Documentation & Records

- Completed feedback forms and survey data
- Post-event evaluation report
- Meeting minutes from post-event debrief
- List of identified improvements and action items

7. Continuous Improvement

Lessons learned should be reviewed before planning new events to implement improvements and refine evaluation processes.