

Event Reporting Form

To be completed before the event

1. Registration rates

*How many registered the first week advertised? _____

*How many registered after the third week advertised? _____

2. Attendee (or exhibitor) Satisfaction surveys

*I have a satisfaction surveys available for my event. Yes___ No___

*I have a satisfaction surveys available to email for my event. Yes___ No___

3. Net Promoter Score (NPS)

I have a Net Promoter Score Form Yes___ No___

4. Social Media metrics

*How many attendees posted or tweeted online. ? _____

*How many attendees were socially engaged before the event? _____

*How many social media mentions did your event or speakers receive via your handle or hashtag?

5. Marketing ROI

How much money have you spent on marketing of any form?

What form of marketing did you use:

* Email

* Flyers

* Calls

* Other:

6. Attendee Behavior

Do you have a method in place to determine how did your attendees vote with their feet? (i.e. Seeing which sessions were most attended and which exhibitors were most visited)

Yes___ No___

7. Revenue and Expenses

Many consider this the most important item to review. Take a look at your financials.

What is your initial revenue goal? _____

Do you believe you will generate enough attendance or exhibitor revenue to cover your costs? Yes___

No___

To be completed after the event

1. Registration rates

- *How many registered the first week advertised? _____
- *How many registered after the third week advertised? _____
- *How many registered one day before the event? _____

2. Event check-in

- *How many of those who registered actually came? _____

3. Attendee (or exhibitor) Satisfaction surveys

- *I used a satisfaction survey for my event. Yes___ No___
- *I emailed a satisfaction surveys after the event. Yes___ No___

4. Net Promoter Score (NPS)

I used a Net Promoter Score Form Yes___ No___

If you used the form, what was your average score on a scale of 1-10?

5. Social Media metrics

- *How many attendees posted or tweeted online. ? _____
- *How many attendees were socially engaged before, during and after the event? _____
- *How many social media mentions did your event or speakers receive via your handle or hashtag?

6. Marketing ROI

How much money in total was spent on marketing of any form?

What form of marketing did you use:

- * Email
- * Flyers
- * Calls
- * Other:

7. Attendee Behavior

Did you have a method in place to determine how your attendees voted with their feet? (i.e. Seeing which sessions were most attended and which exhibitors were most visited)

Yes___ No___

8. Revenue and Expenses

What was your initial revenue goal? _____

What was your actual income from the event? _____

Did you generate enough attendance or exhibitor revenue to cover your costs? _____

Were you realistic with your goals and projections? Yes___ No___

