

# Post-Event Evaluation Form – What and Why

Evaluating your event is the final, most important step to your next event's success.

Debriefing: Reviewing an event or activity to determine what went well and what needs work; what to remember and what to never forget. It's the step you must get in the habit of taking after every single event you sponsor. Not just the biggies—every single one.

1. First, evaluate on your own. Make notes about the event – major and minor, all aspects. Be thorough.
2. Invite a few key leaders to a debriefing meeting. Debriefing is for the purpose of event improvement. Keep focused on the event, not the people involved.
3. Begin on a positive note. Note what went well, admit no event is perfect, but we do strive for excellence and to improve every time.

4. Evaluate every aspect of the event. Begin where the event started and follow the event to the end.

Topics may include subjects like:

- Initial brainstorming
- Planning
- Publicity
- Parking & car traffic (before and after)
- Greeting/introductions
- Foot traffic (in and out)
- Room layout, chairs, tables, etc
- Handouts
- Refreshments
- A/V systems
- Nursery/Childcare
- Presentation/Lessons
- Closing/completion
- Follow-up with participants
- Budget (over, under, unexpected costs, unexpected savings)
- Timing (on time, over, under, etc...)
- Internal communications and planning

Through the debriefing process, you may discover you spent a lot of time, effort, and money on something that no one really enjoyed or even noticed. You may find out what you thought was going to be a highlight wasn't. You may also discover that something you thought was a little thing ended up having a powerful impact.

**Follow these guidelines for the most effective information-gathering possible. File your "Post Event Evaluation" for future use.**



## Post-Event Evaluation Form

Please complete the form in full. Please type or write legibly.

If typing, please use the tab key to move to the next question.



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If typing, please use the tab key to move to the next question.  
Please feel free to add additional pages.

Ministry Name: \_\_\_\_\_ Today's Date: \_\_\_\_\_

Event Name: \_\_\_\_\_

Ministry Leader: \_\_\_\_\_

What went well?

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What didn't go well?

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How was the event effective/successful (as appropriate for this event)?

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Do we want to do it again? If so, why? If not, why not?

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What should we change for the next time we hold this or a similar event?

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Notes on particular subjects or topics that we want and need to remember:

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