EVENT SUMMARY, OBJECTIVES & EVALUATION

Name of Event

_________________________________________ ________________________ ________

Event Host Organization

_________________________________________ ________________________ ________

Date and Time of Event

_________________________________________ ________________________ ________

Event Location

_________________________________________ ________________________ ________

Event Sponsors

_________________________________________ ________________________ ________

External Event Partners

_________________________________________ ________________________ ________

Event objectives:

- Enhance College’s (department, center and/or program) reputation/status among target audiences
- Cultivate relationships with community (with whom, specifically?)

- Cultivate relationships among faculty and across University
- Educate the community, faculty and/or students
- Showcase achievements among faculty/students of the College
- Other (specify)
**Intended target audiences:**

- Alumni
- Community/community leaders
- Faculty/Staff
- Students: Undergraduate _____ Graduate _____
- Parents
- Donors/Friends of college
- Corporations

**How will this event and its activities meet your stated objectives?**

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

**How will you measure the event’s success in achieving its objectives?**

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

**Budget:**

Food & Beverage: __________

Other expenses: __________

**Will the Dean attend the event?** ___ Yes ___ No

*If yes, what will the Dean’s role be at the event?*

____________________________________________________________________

**What other VIPs will attend, and how do they link to the stated objectives?**

____________________________________________________________________

____________________________________________________________________

**Who else will participate in the program and what will their role be?**

____________________________________________________________________

____________________________________________________________________
Other pertinent information about the event

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

This summary and objectives are only for your use. Keeping your target audiences and your goals in mind can be helpful as you plan your event.
INTERNAL POST-EVENT EVALUATION

Name of event: ______________ Date of evaluation: ______________

Describe how the strategic event objectives were met: ________________________________

____________________________________

What objectives, if any, were not met?

____________________________________

Did the event stay on budget? Yes  No

Did the desired attendees come? Yes  No

If not, what happened? ________________________________

____________________________________

What worked well at this specific event? ________________________________

____________________________________

What improvements should be made for future similar events?

____________________________________

Evaluate the following (5=excellent, 1=problematic):

Promotion:  
5  4  3  2  1

Attendance (number):  
5  4  3  2  1

Attendees (target groups):  
5  4  3  2  1

Flow of event:  
5  4  3  2  1

Food and Beverage:  
5  4  3  2  1

Reception set-up:  
5  4  3  2  1
<table>
<thead>
<tr>
<th>Category</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service (staff, caterers)</td>
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<tr>
<td>Speaker presentation</td>
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<tr>
<td>Technical/AV</td>
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Additional comments: 

This is intended for your internal evaluation of your event. You may want to send it to your sponsors or hosts and/or your organizers.

Included elsewhere in this toolkit is a Comment Card example that you can modify and distribute to guests for their evaluations of your event. You may choose to hand it out at the event and have it returned by the end of the event, or if you capture email addresses of attendees you may choose to send the Comment Cards electronically.