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| --- |
| **POST EVENT REPORT** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **[EVENT NAME] POST EVENT REPORT** | | | | |  | |
|  | | | | | | |
| **26/06/2020** | | | | | | |
| [Event logo] |  | [Sponsor logo] |  | [Sponsor logo] |  | [Sponsor logo] |
|  | | | | | | |
| **1. EVENT OVERVIEW** | | | | | | |
|  | | | | | | |
| * 26/06/2020 * 10:33 am * [Venue] * [Weather] * [Attendance] * [Program of events] * [New additions] * [Stall holders or other activities] | | | | | | |
|  | | | | | | |
| **2. OUTCOME OF MARKETING OBJECTIVES (S.M.A.R.T.)** | | | | | | |
|  | | | | | | |
| [Insert text here] | | | | | | |

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| **POST EVENT REPORT** |

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|  | | |
| **3. SPONSORSHIP** | | |
|  | | |
| * [List of sponsors / logos] * [Sponsors return on investment / benefits, screen shots of social media likes, follows, copies of their logo on ads in publications etc]. | | |
|  | | |
| **4. MARKETING / MEDIA COVERAGE** | | |
|  | | |
| * [Event launch/ media calls] * [Advertising / editorials] * [Social media] * [Live streaming] * [Promotion at event] * [Event listings] * [Event program / flyers / posters] | | |
|  | | |
| **5. ATTENDANCE** | | |
|  | | |
| * [Total attendance] * [Breakdown of attendees each day/ activity/ event] * [Attendees origin] * [Overnight stays] * [How many (percentage) stayed overnight in the Kiama area?] * [For how many nights?] | | |
|  | | |
| **6. TRANSPORT AND TRAFFIC MANAGEMENT (IF RELEVANT)** | | |
|  | | |
| [Insert text here] | | |
|  | | |
| **7. EVENT MANAGEMENT** | | |
|  | | |
| * [Staffing] * [Planning timeframe evaluation] | | |
|  | | |
| **8. LOCAL BUSINESS COLLABORATION** | | |
|  | | |
| * [Accommodation providers] * [Restaurants / cafes / bars] * [Adventure attractions] * [Other] | | |
|  | | |
| **9. ENVIRONMENTAL IMPACT** | | |
|  | | |
| * [Event waste management] * [Business collaboration] * [Waste messaging] * [Statistics] | | |
|  | | |
| **10. MARKETING BUDGET** | | |
|  | | |
| Item | Budgeted Cost | Actual Cost |
| [Item 1] | $0.00 | $0.00 |
| [Item 2] | $0.00 | $0.00 |
| [Item 3] | $0.00 | $0.00 |
| [Item 4] | $0.00 | $0.00 |
| Total | $0.00 | $0.00 |
|  | | |

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| **11. FEEDBACK & SUGGESTIONS FOR IMPROVEMENT** |
|  |
| [Insert text here] |
|  |
| **12. APPENDIX** |
|  |
| * [Survey results] * [Any other valuable information] |
|  |