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

\*YOU MUST CLICK “ENABLE EDITING” IN THE TOP BAR IN ORDER TO EDIT

|  |  |
| --- | --- |
| **[EVENT NAME]POST EVENT REPORT** |  |
|  |
| **[Event logo] [Sponsor logos]** |
|  **1. EVENT OVERVIEW** |
|  |
| * [Insert Date]
* [Insert Time]
* [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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|  |
|  **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 |
|  |

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