EVENT EVALUATION FORM

EVENT: _______________________________________________________________________________________

What went well? Successes?
1. ___________________________________________________________________________________________
2. ___________________________________________________________________________________________
3. ___________________________________________________________________________________________
4. ___________________________________________________________________________________________
5. ___________________________________________________________________________________________

Things to improve:
1. _________________________________________________________________________________________
2. _________________________________________________________________________________________
3. _________________________________________________________________________________________
4. _________________________________________________________________________________________
5. _________________________________________________________________________________________

What was our ROI (return on investment) for the event?
_____________ Financial – did it make money or lose money?
_____________ In-kind – what was the value of in-kind donations to offset costs?
_____________ Time – were the man-hours invested worth the effort?
_____________ Mission – did it enhance the MainStreet mission/reputation?
_____________ Goodwill – did it create and enrich relationships for MainStreet?
_____________ Overall – is the event worth doing again vs. cost/time/mission?

Comments: ________________________________________________________________________________
_________________________________________________________________________________________
_________________________________________________________________________________________
Target Market
These are some of the fundamental questions you should be asking during this stage of the evaluation:

• Who do you put on events for?
• Did the attendee list reflect who you were expecting to see there?
• If not why not? Who did / didn’t come and what were the surprises?
• Why did your attendees come?
• Did it achieve their needs?
• Were they satisfied?
• What was the most common suggestion for change?
• What was the most liked aspect of the event?
• Would they miss it if you stopped running the event?

☐ Yes  ☐ No  Did we reach our target market?
☐ Yes  ☐ No  Is there another market we should be targeting? ________________

PLANNING
What changes do we need to make for next year?
1. __________________________________________________________________________
2. __________________________________________________________________________
3. __________________________________________________________________________
4. __________________________________________________________________________
5. __________________________________________________________________________

Who do we need to include on our team next year?
1. __________________________________________________________________________
2. __________________________________________________________________________
3. __________________________________________________________________________
4. __________________________________________________________________________
5. __________________________________________________________________________

Other thoughts/comments: ______________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

New Mexico MainStreet Resources  www.nmmainstreet.org
2018 Event Evaluation Form