



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: _____
