

Post-event report framework

In conjunction with Sparrowly Group and Other Side of the Table, the following provides a framework to help event organisers report their event in a bespoke template.

Overview:

- Tell the high level story of the event.
- Perhaps bullet point the big wins.
- support this with one large image that sums up the event.

Event by numbers

- Insert all the relevant statistics that have been tracked for the event.
- Ensure they are supported in relative terms to last years event or versus expectations (it can be shown as a percentage or hard numbers).
- These numbers might include:
 - Total attendees/visitors
 - Unique web visits
 - Instagram posts
 - Facebook- likes, impressions, views
 - Twitter- impressions, shares, comments
 - Youtube- views
 - Media coverage- earned
 - Database subscriber growth

Visitor information

- A snapshot of any data captured from event attendees, via a survey or anecdotal.
- Summary of information from ticketing system- where visitors came from, etc.
- Marketing, if noted, outline the places where people 'heard about the event'.

Partnership highlights

- Brand specific information:
 - Acknowledgement- where their brand was displayed.
 - Tickets.
 - On-site activations.
 - Any other contract inclusions that you can report on.
 - Over-and-above- ensure you note where your team delivered more than the contract requirements, any special requests that were delivered, etc.

Media exposure

- Insert a summary of the best PR clippings, print, online, TV and radio.

Commercial performance

- Outline profit and loss.

Learnings for the future

- Outline key learnings from operations and data collection.

Event in pictures

- Images that give sponsors an understanding of the look and feel, size and scale, and the success of the event. (This is particularly handy when shared with internal stakeholders that did not go to the event.)