

# What should you evaluate?

## Registration and attendance

How did your registration numbers compare against your goals?

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What was your no-show rate?

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Would you plan differently for food and budget, knowing the no-show rate?

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Was the registration process smooth all the way from signup to check-in?

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Would you work with the registration tool again?

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What can you do to increase registration numbers and actual attendance next time?

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Did your engaged audience grow before, during and after the event?

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## Budget

What were some of the budget "surprises"?

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Were the big-ticket items worth the expense?

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What would you do differently next time?

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## Revenue or funds raised

How did this stack up against your goal?

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What can you do to be more effective as a fundraiser?

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Were tickets priced appropriately?

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If you gave out free or discounted tickets, did you get a return on investment?

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## Marketing spend and performance

Which marketing channels gave you the best volume?

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Which channels generated the best cost-per-lead?

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Which channels performed poorly?

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Was there a correlation between specific channels and a specific type of attendee?

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How would you evaluate the tools you used for marketing?

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What kind of marketing mix would you use next time?

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## Attendee satisfaction

What did attendees say about your event in the surveys, in your follow-up calls, and on social media?

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Were there any sessions or parties that fell flat?

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Did attendees have complaints about the venue or the food?

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Did they seem happy with the networking opportunities?

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Was their perceived value of the event worth more than the price of the ticket?

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## Message amplification and lifetime

How many people used your hashtag before, during and after the event?

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What was the volume of social shares, user photos, comments and follows?

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If you wanted to encourage a specific message or tone, were you effective?

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How engaged is your audience a week, a month, and 6 months after the event?

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## Sponsor success

Were your sponsors happy with the volume of leads they collected and the conversations they had?

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Did they feel like the attendees were relevant to their customers?

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After a few months, are sponsors able to report a positive return on investment?

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## Venue and vendor performance

Did the venue and vendor teams perform professionally and capably?

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Were they able to deal with contingencies?

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Would you work with them again?

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## Effectiveness of the events team

Was everyone on your team accountable and effective?

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Were there any gaps in accountability, or team members who weren't pulling their weight?

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Did you have enough staff overall?

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