

Event Summary Sheet

Purpose: To avoid starting over each year, this event summary sheet is to keep a record of the processes involved in planning events and a summary of pro's & con's.

1. Event Basics

Name of event: _____

Date: _____ Day of week: _____

Time: _____

Location: _____

Chairpeople: _____

2. Communications

What tactics did you use to promote this event? (flyers, emails, social media, etc.)

What did and/or didn't work well?

What was your timing on communications?

Was it too early or too late?

Any lessons learned for next year?

3. Event Execution

How was participation/attendance?

What was the cost to attend or participate?

Expenses for running this event:

Item _____ Cost _____

Item _____ Cost _____

Item _____ Cost _____

Item _____ Cost _____

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Did you order enough merchandise (if applicable)? _____

How about "hot sellers"? _____

3. Event Execution (cont.)

Key steps after event: _____

How many volunteers did you have?

How many did you need?

4. Overall Feedback

Other thoughts or impressions—what worked well?

What might you do differently?

Key steps before event: _____

Key steps during event: _____

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Any feedback from staff, administrators, or families?

Should we run this event again next year?

5. Volunteers

Please attach a list of all volunteers who helped in any way with this event. If possible, please also list job functions, especially for key roles.