|  |  |
| --- | --- |
| replace with **LOGO** | [Company Name] |

 Event name

## name (Optional) and/or role

## area

***Registration***

## event objective (EO)

***Increase attendance by 10%***

***Was it met?*  [ ] *Yes* [ ] *No* [ ] I *don’t know***

 FEEDBACK ABOUT EO

| **Tactics – did they work?** | **Feedback** |
| --- | --- |
| 1. Tactic 1 of how you were going to meet EO *(Ex. We used a landing page for increased conversions and it worked well.)*
 | *[Choose an item.]* |
| 1. Tactic 2 of how you were going to meet EO
 | *[Choose an item.]* |
| 1. Tactic 3 of how you were going to meet EO
 | *[Choose an item.]* |
| 1. Tactic 4 of how you were going to meet EO
 | *[Choose an item.]* |
| 1. Tactic 5 of how you were going to meet EO
 | *[Choose an item.]* |

 discussion

|  |
| --- |
| What worked well?Areas to identify could be someone who shone, a method employed, a problem solved |
| Were expectations clearly conveyed before, during, and after the event. Why or why not? |
| What did we hear (feedback, social media, hallway, etc.)? |
| Technology Review: Are we using the most efficient technology? What areas could we improve? What technology worked well? |