

Beaver Tips: Event Summary Report

The Event Summary Report is an overview of all that was involved in your event. It is also an evaluation of what was done with recommendations for what should happen in the future. Use this tool as a means of acknowledging yourself for what was accomplished and to capture transition information for future planning teams. Below are components of your event that you will want to include in your summary report. Your event summary report should be the last documents you add to your Event Folder.

1. Evaluate each of the following that apply to your event. Consider: What was challenging? What was effective? What did not go as planned? What was meaningful or impactful? Be sure to **include copies** of documents such as: promotional materials, final budget, worksheets, contracts, etc.

- ❖ **Human Resource:** Planning Meetings, Committee Structure, Organization Members, Volunteers, Day-of-Event Support, Door Control/Security, Tickets
- ❖ **Facility:** Technology, Room Layout, Capacity, Staff, Costs, Permits, Reservations, Trash/Recycling
- ❖ **Marketing/Printing:** Marketing Plan, Publicity Methods, Printed Event Program, Ticket Design
- ❖ **Financial:** Budget, Funding Sources, Process for Purchasing, Ticket Sales, Merchandise
- ❖ **Food:** Catering/OSU Global Community Kitchen, Cost Efficiency, Timing in the Program, Menu/Recipes
- ❖ **Program:** Performers, Speakers, Facilitators, Contracts, Music, Vendors, Info Tabling
- ❖ **Event Environment:** Decorations, Theme, Mood

2. Give an overall evaluation of the planning process:

- ❖ Was anything about the process confusing, difficult, or challenging?
- ❖ What campus resources were helpful in your success? What other resources would have been helpful to you?

3. What feedback do partners, service providers, vendors, performers, volunteers, or others have?

4. Overall evaluation:

- ❖ Did you meet your goals for the event? Why/Why not? How do you know?
- ❖ What was the biggest success?
- ❖ What would you do differently if planning this event again in future years?

If you would like to request a Peer Advisor to help facilitate a debrief meeting with your planning committee, please contact the SEAC at 541-713-8368 or sli.events@oregonstate.edu.

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