Event Planning and Evaluation Form

Basic Event Details
Name of Event:
Date of Event:
Time of Event:
This is an event of which program?:
Event Budget:

Event Planning
Goal of the Event:
Target Audience:
Target Number of Attendees:
Event Partners:

Area	Point Person/Organization is…
Outreach	
Program/Agenda/Entertainment	
Food	
Documentation (photos)	
Documentation (video)	
Set up	
Clean up	

Event Evaluation and Documentation
Did we achieve the goal of the event? Explain:
Did we reach the target audience?

Number of attendees (please attach sign-in sheets):
Was our outreach successful? What worked and what didn't?
If applicable: Did residents have a leadership role in the planning and execution of the event? How successful was resident leadership in the event?
Was our program/agenda/entertainment successful? What worked and what didn't?
Please list all entertainment, or attach program/agenda.
Was our food successful? What worked and what didn't?
Please include/attach menu for event, and recipes if appropriate.
Did we capture enough photos and video? What worked and what didn't?
Was set up and clean up successful? What worked and what didn't?

Event Follow-Up
How are we following up with event attendees, and what do we want from them?
Who is responsible for following up with event attendees?
Point person responsible for editing video and consolidating photos: ?
Point person responsible for writing event blog: ?

Event Expense

Item	Cost	Paid?