

EVENT EVALUATION

It is always really important to evaluate your event, so that you can learn from what happened. Many people will concentrate on only the bad things - the things that went wrong - but it is equally important to concentrate on the areas that went well - particularly if you introduced a new system, which improved the event planning process.

Continuous Evaluation

Although most people and businesses, no matter what sector they are in, choose to evaluate at the end of a project or event, many people recommend that the evaluation process should be ongoing - throughout the entire event planning process. This way, if anything is going badly (or particularly well) it can be picked up earlier on, and either stopped (if having a detrimental affect) or rolled out across other events if having a positive impact.

Ways to evaluate

There are many different ways to evaluate the events that you organize. There are two main types of evaluation - quantitative (numerically based) i.e. how many people attended, how much money was taken etc - and qualitative (opinion based) e.g. how well people understood the message from the conference, or how much people enjoyed the event.

Refer back to aims & objectives

The only true way to evaluate your event is to look back at the aims and objectives that were set before you even started the event. If you did not set any objectives - how are you going to measure how well you did? This is the most valuable use for your aims - as it is a measurement - if you achieved them easily, then did you set them too low? If you were no-where near - were they too tough?

Who to ask

You should always ask people what they thought of what you did - sometimes they will pick up on things that you didn't notice - and it is really important to make sure that everyone is happy. You can also ask the end users of the event (concert goers, conference attendees etc) as well as speaking to the other contractors and the venue to get their feedback

Taking forward

Whatever you learn - you should always make sure that it is noted and communicated to all those involved - there is no point in evaluating what you did if you do not learn from it and use it to take your business or career forward. It is almost always the case that you will learn more from the things that go the most horribly wrong than from the things that go well. As long as you LEARN - and don't do the same again, then it has been a valuable experience.

Just remember

You will always be able to learn something new - often from the places and people you least expect it - so keep an open mind, take in a piece of everything and take it forward to the next event or job that you have.