

## Evaluating Events

Aims	<p>Were they met? If you didn't set objectives and aims you could consider:</p> <ul style="list-style-type: none"> <li>• Turnout as well as turnout vs registration</li> <li>• What did you ask attendees to do? Did they do it?</li> <li>• Did attendees leave event knowing what you needed them to know?</li> <li>• Did attendees leave the event feeling how you wanted them to?</li> <li>• Did you feel connected and motivated?</li> </ul>
Team-work	<p>How did the organising team work together?          What worked well?          What could go better?          What would you do differently?</p>
Venue & logistics (if relevant)	<p>What was good?          What could be better?          What would you do differently?          Were everyone's needs met – was it inclusive?          Did you get good support from</p>
Content	<p>Speakers          Presentations          Discussion          Music          Messaging          Videos</p> <p>What worked well?          What could be better?          What would you do differently or try next time?</p>
Audience Experience & reaction	<p>Were they engaged?          How did you make them feel?          Did the call to action land?          How did the audience react?</p>