

Event Wrap-Up Guide

GENERAL INFORMATION

Event:

Event

Objective

Theme:

Date: _____

Time: _____

Target Audiences:

Individuals Responsible:

Assignments:

AUDIENCE BUILDING

Date invitations mailed: _____

Number mailed: _____

Date flyers/posters displayed: _____

Number displayed: _____

on campus _____

off campus _____

DATE(S) ANNOUNCED IN NEWSPAPERS (list each individually):

DATES ANNOUNCED ON RADIO/TV (list each individually):

FINAL ATTENDANCE INFORMATION

Estimated # of:

Trustees _____

Faculty _____

Students _____

Staff _____

Alumni _____

Donors _____

Community Civic Leaders _____

Community Business Leaders _____

Other _____

Total Attendance _____

BUDGET/EXPENSE INFORMATION

Overall budget for event:	_____
Income goal (if applicable):	_____
Budgeted Actual:	_____
Expenses Amount Expenses:	_____
Printed materials:	_____
Design & type:	_____
Printing:	_____
Postage:	_____
Speaker/Presenter Fee:	_____
Speaker/Presenter Travel/Hotel:	_____
Speaker/Presenter Hospitality:	_____
Food/Catering	_____
Rentals (tables, chairs, dishes, staging)	_____
Services (valet, servers, bartender, security)	_____
Flowers/Decorations/Banners/Flags	_____
Photographer/Videographer	_____
Music/Entertainment	_____
Audio/Visual Equipment	_____
Exhibits/Tenting/Other Set Up	_____
Premiums/Awards/Gifts	_____
Miscellaneous	_____
 TOTAL COST	 _____
Income (if applicable)	_____
Cost Per Person	_____

PUBLICITY GENERATED FOLLOWING EVENT

Radio/TV/Newspapers/Other: _____

COMMENTS

Elements that worked well:

Elements that were not successful:

Overall comments and recommendations for future events:

Thank You Notes

Date _____

To _____

Date _____

To _____

Date _____

To _____

Date _____

To _____