

Planning an evening event

Please note:

This checklist assumes that you are planning an evening event to which a select group of participants has been invited and for which no participant fees will be charged.

Step 6:

After the event is over, your work is far from finished: The follow-up

- Send thank-you notes to everyone involved (partners, supporters, speakers, guests etc.).
- Place photographs/videos on the (internal) website.
- If appropriate, publicize the event via social media — but only if this is consistent with the aims of the event.
- Follow-up media coverage (intranet, company news, trade press etc.).
- Monitor the incoming invoices and the payment process.
- Compile a final budget.
- Send out and evaluate the feedback questionnaires.
- Evaluate the event so that you can perform even better in the future.
 - Which aspects were successful?
 - What kind of feedback came from the guests?
 - Reflect on the feedback and potential improvements.

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Masthead:

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