



POST EVENT EVALUATION

**Please use additional pages as needed to complete the evaluation.
E-mail completed evaluations to Marisa@lasvegasevents.com*

EVENT INFORMATION

Name of Event:

Event Dates:

Were the dates appropriate for this event (ie. weather, availability of rooms, etc.)?

What venues were used to hold your event?

Were you satisfied with the venue(s)?

EVENT ATTENDANCE

Total Tickets Collected:

If event is over multiple days, provide tickets collected per event day.

Total Out-Of-Town Staff:

Crew, sponsors, participants, performers, etc.

Total Out-Of-Town Media:

EVENT MARKETING

What were your primary means for marketing your event?

What specific efforts were used to draw out-of-town visitors?

What were your target markets?

EVENT ANALYSIS

How were the overall operations of the event?

What spin-off events took place and how successful were they?

Provide your analysis of the event, including strengths, weaknesses and improvements for the future.

What was your schedule of events?

TICKET SALES

Was this a ticketed event?

Yes

No

If yes, what were the ticket prices?

What was the average ticket price?

What was the total capacity for the event?

SPONSORS & PARTNERS

Who were the additional sponsors and how did they benefit from your event?

Did you partner with any host hotels? If so, who?

Who were your media partners? If the event was televised, please include the dates & times.

FINANCIALS

How were the sponsorship dollars used?

***Attach a copy of the financial report comparing actual expenses to the approved event budget.**

CONTACT INFO

Name:

Phone Number: