Module 2 Event Planning and Management
2.2 EVENT FACILITIES AND TECHNICAL PREPARATION COORDINATION cont.

5. Confirm event venue and facilities set up

Guide to Evaluating Events: 10 Steps to Measure Your Success

Why do you need a guide to evaluating events?

It's imperative that you evaluate the success of your event if you plan on organising future events.

A thorough evaluation of your event will help you understand:

- What worked and what didn't work

- Whether you met the expectations of your guests

- How well your marketing efforts worked

- If your budget and timeline were realistic

- What you should take extra care with next time

In other words, you will improve as an event planner if you critically review your own performance. It will help you feel more confident and perfect the art of event planning.

Step 1: Use SMART goals

SMART goals is a popular method for measuring your success. Your goals should be specific, measurable, assignable, realistic, and time-related (SMART).

Specific

The more specific you can get, the more accurately you'll be able to evaluate your event. A specific goal is also easier to convey to your team.

Measurable

It's very useful if you can quantify your success and put a number on it. That number can be ticket sales, money raised, or social media engagement.

Assignable

Each goal should be assigned to a person or a team. That way, you will know who is ultimately responsible for achieving that specific goal.

Realistic

Perhaps most importantly, your goals should be realistic. Failure to set realistic goals will only result in the failure of your event as a whole.

Time-related

Finally, you should specify the time-frame in which you will achieve your goals. That could be months, weeks, or days depending on the size of your event.

Step 2: Compare your event to your competitors

Now that you have established SMART goals, you can begin to look at competing events. Their results will give you an indication of how well you did in comparison.

It's important to look at events that are as similar to yours as possible. Don't compare apples with oranges. If your event is a small local music festival, don't compare it to Glastonbury.

Step 3: Make observations during the event

One of your main tasks during the event itself is to look and listen. Make observations about how well things are going. Are the guests enjoying themselves? Is your team struggling?

Use your phone or a note pad to write down observations on the day. It will help you remember what happened more accurately.

If one bad thing happened on the day, you might forget about all the positive things that happened…or vice versa.

Step 4: Ask guests for feedback on site

Don't be afraid to ask your guests what they think on the day of the event. You could ask them directly and make a note of their feedback.

But a more fun way to get feedback on the day is to make it part of the event. You could, for example, offer guests a swag bag if they leave their feedback on your event app.

Prepared by: Cheryl Y.

Don't be afraid to ask guests for feedback directly.

You can also make it interactive by setting up two dustbins by the exit. Ask your guests to dump their rubbish in one of them if they liked the event or the other if they didn't like it.

Step 5: Send feedback surveys after the event

It's important to collect as much feedback data as possible. That's why we recommend that you not only collect feedback on the day but also afterwards.

There are a number of online survey tools (like Survey Monkey) you can use for that purpose. They will make it quick and easy to create a feedback form.

Alternatively, you can also create your own feedback form and send to your guests. Thank them for attending and explain why their feedback is important to you.

Then ask your guests to rate each part of the event from 1–5 or 1–10:

- The event as a whole

- Venue and facilities

- Food and drinks

- Speakers and entertainers

- How likely they are to recommend the event

You should also leave some space for the guests to write additional comments.

Step 6: Collect press clippings and media mentions

If you've done a proper media outreach, you can expect some mentions in the press.

A good way to keep track of media mentions is to set up a Google Alert with your event name.

You should also keep track of social media mentions, as these are likely to be more numerous.

Step 7: Look at social media engagement

Every social media platform will have an insights tool that gives you valuable data.

You can use these tools to calculate your:

- Likes

- Comments

- Shares

- Mentions

- Followers

However, the likelihood is that you'll be on several different platforms. Fortunately, you can use a social media monitoring tool like Hootsuite(套房) to aggregate all the data.

Look at your social media numbers.

The numbers will only tell part of the story, of course.

You might be interested in the specific things people say about your event on social media. For that purpose, you should use a tool like [Spezify](#) (指定).

Step 8: Tally up how many people attended

Social media mentions are nice, but real heads at your event are better. You should have a [ticketing system](#) that allows you to count attendance.

A good ticketing platform will also tell you:

- How your guests found out about your event

- The preferred payment method of your guests

- How and when they checked in

It should also be able to tell you how many people registered but didn't show up. That way, you can follow up with the no-shows individually.

Step 9: Look at your event budget

It's all about the money. In most cases, at least.

You will already have worked out a budget prior to the event. Now it's time to see how well you stuck to it (and if you made a profit).

Add up all your expenses related to the venue, equipment, catering, and so on. Then calculate how much money you made from the ticket sales.

Subtract expenses from revenue…and voila!

You should also make a note of any special deals you struck with the vendors. If you didn't, then see if there is anything you can do to strike a deal for the next event.

Step 10: Hold a debriefing with your event team

Your guests and event sponsors are not the only opinions you should care about. Remember to listen to your event team as well.

It's always a good idea to hold a debrief meeting after the dust has settled. Ask everyone what they felt went well and what could run smoother next time.

You should also get some statements from any speakers or entertainers you had at the event. They might make for good social media quotes.

Remember to ask your team for

To recap(回顾一下)

Now you know why you need a guide to evaluating events. There's a lot to think about!

To recap, here is what you need to do:

- Use SMART goals
- Compare your event to relevant competitors
- Make observations during the event
- Ask for feedback from your guests on the day
- Follow up with a feedback survey
- Look out for media mentions
- Analyse social media data
- Calculate how many people attended
- Add up the numbers on your event budget
- Get feedback from your team

Tick all those boxes, and you will have a detailed analysis of how well your event did.

Good luck with the event evaluation!

Verification of event facilities set up

Existing facilities inspection can be checked by using tool kit. The tool is designed to identify the areas that are need of repair based upon a visual inspection of the site. Facilities inspection can be done by using following tool. It may vary from different events.

	Not Satisfactory	Corrective Action
Administrative: 1. Written safety rules/safe job procedures in place 2. OSHA log updated/safety posters displayed 3. Management Safety Policy in place 4. All planned safety activities preformed (meetings, inspections, training) 5. Effective new employee safety orientation **Life Safety Issues:** 1.Walkways maintained, aisles defined, uncluttered 2. Emergency exits clearly identified, adequate number 3. Egress routes marked and accessible 4. Unapproved doors clearly marked "NOT AN EXIT" 5. Stairs/aisle ways free from material storage and debris **Emergency Medical:** 1. Emergency contact information posted 2. First aid responders available		

3. First aid supplies adequate and available		
5. Transportation available for injured workers/plan in place		
Fire Safety:		
1. Portable fire extinguishers of proper type are mounted properly, accessible, and inspected		
2. Approved safety containers are used for flammable liquids		
3. Bonding and grounding used with storage of flammable materials		
4. Combustible debris disposed of regularly		
5. "No Smoking" areas designated		
6. Sprinkler system functional/inspected/documented		
7. Smoke/heat detectors functional and inspected		
8. Minimum 18" clearance below sprinkler heads		
9. Sprinkler valves locked open		
Electrical Hazards:		
1. Machinery and equipment are grounded		
2. Electrical panels have clear access		
3. Electrical panels clearly marked		
4. Outlets, switches and boxes have covers		
5. Permanent wiring in place – no extension cords		
6. Exposure of overhead electrical lines controlled		

7. Emergency stops and critical electrical controls are identified

8. Appropriate electrical systems designed for hazardous locations have been installed in spray booths and flammable liquid storage rooms.

Machinery:

1. Lockout/tag out program in place, locks available, employees trained

2. Hazardous areas painted bright colors

3. Guards are provided for "point-of-operation" of machinery

4. Clothing and hair restrictions in place to prevent entanglement in machinery

5. Power transmission guards are in place

6. Noise exposures adequately addressed

7. Warnings displayed in obvious locations

8. Air hoses provided with safety latch to prevent accidental disconnect

10. Welding equipment in good condition

11. Compressed gas cylinders are and secured to prevent falling

Techniques of acquiring client approval

The list here is not the be-all end-all how to acquire customers, but each item is a common way for digital marketers to grow their customer base today.

1. Content marketing

Content is the foundation of advertising, because once you've published content (blog posts, ebooks, guides, videos, etc.) email, social media, etc. can promote it. It also generates about 3x as many leads as other marketing methods, and costs 62% less:


Costs 62% Less
than traditional marketing

Per dollar spent, content marketing generates
approximately 3 times
as many leads as traditional marketing

Consistently publishing new content — and refreshing the old — keeps your brand relevant and shows prospects that you're actively engaged with your industry. This is crucial in a world full of false advertising and plummeting customer trust.

2. Highly targeted advertising

If you're not generating the number of new customers you want — or enough qualified customers — define and redefine your target audience down to the finest details:

- Where do they live?

- How old are they?

- What do they do for a living?

- What is their family makeup like?

- What do they like and dislike?

- What problems do they have and how can your product or service help?

[Market segmentation](市场细分) can help:
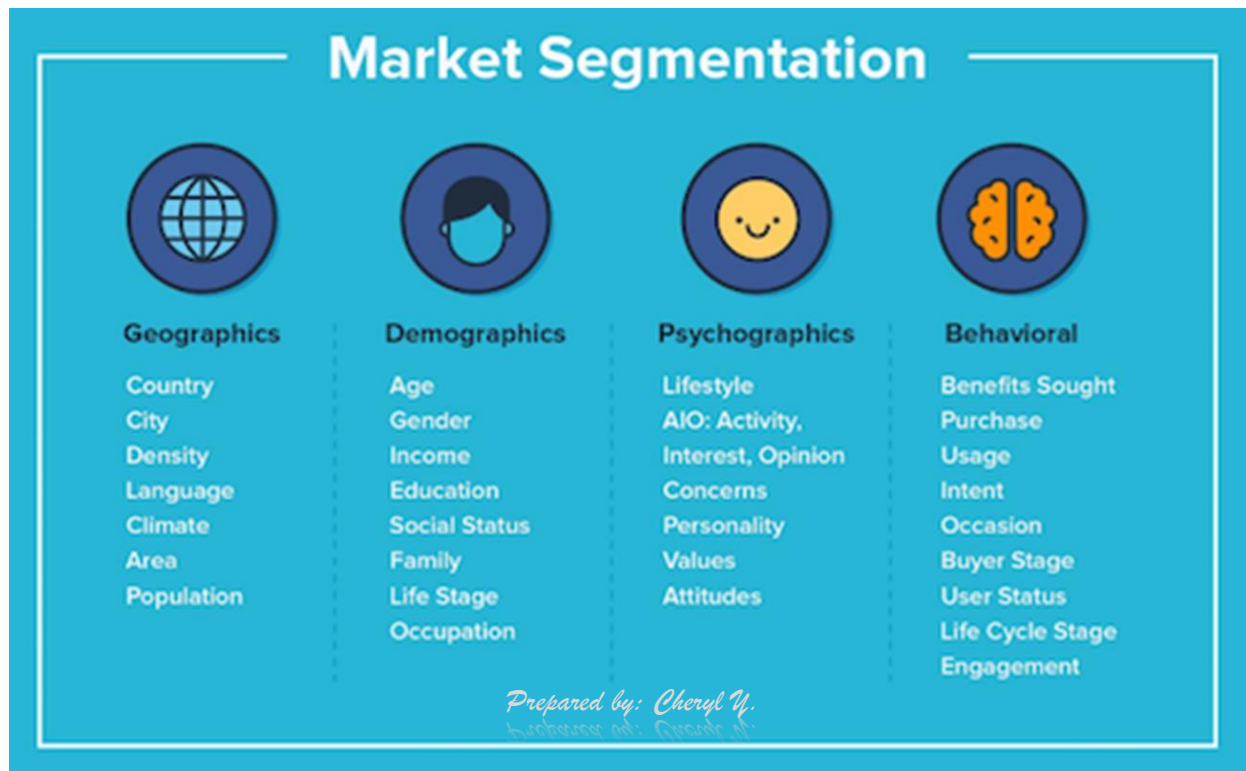
[Retargeting old customers](#) is a great place to start. While this might seem like customer retention, not acquisition, that's not necessarily the case. If it's been years since a customer was last active, many businesses won't refer to that person as an existing customer anymore. Getting them back to your business is like [re-acquiring them](#) as a brand new customer. Use any old information you have on them (email, phone number, address, etc.), and reach out with an irresistible offer to earn their business again.

3. Developing business partnerships

Not everyone in your industry is a competitor. Chances are, there are several [complementary businesses](#) in your niche as well, with similar customer bases.

Take SaaS companies and integrations, for example. Integrations make it possible for software to speak to each other and send data back and forth. Without this capability, collecting and sharing lead data would be much harder — and you could be losing business as a result.

4. Focus on benefits over features

Listing features can help sell your product to a certain extent, but it's important you don't overlook the customer experience. Highlighting your product's benefits is a more direct way to relate to your customers and show them what they'll gain by selecting your company over another.

This SOCi post-click landing page actually does both — highlights how the platform can help customers, and then lists its features underneath:

Reach your audience at scale with our all-in-one enterprise social media solution.

CONTENT CENTER

Let SOCi's scoring engine show you what's engaging audiences at the national or local level. Create libraries of brand approved content.

SEARCHABLE LIBRARIES

SOCi's searchable content libraries empower local managers to easily find brand-approved content and instantly post.

SMART SCHEDULER

SOCi's Grouping, Mass-Scheduling & Peak Traffic Tools help you deploy messages to mulitple pages at peak times.

REPORTING SUITE

SOCi's analytics and reporting capabilities allow you to monitor the performance, demographics and ranking of your locations, groups and entire organization.

List the features briefly, but focus primarily on the benefits. Think about your customer's problems and dig deep to explain how your product solves those problems. This helps you stand out and shows customers what makes your brand unique.

5. Be present on social media

If you're not present on social media, you're missing out on a huge market that your competitors are likely already taking advantage of.

- The average internet user had 3 social media accounts in 2012, and now the average is [closer to 7 accounts](#)

- [97% of adults](#) (ages 16-64) log into at least one social network per month

- Social media and messaging accounts for about [1 in every 3 minutes](#) spent on the internet

- Over [3 million businesses](#) advertise on Facebook

Having a social media presence doesn't have to be expensive either. Creating a business account on Facebook, Twitter, Instagram, and LinkedIn is free. Simply join discussions and groups that pertain to your industry. Provide helpful answers to questions, and insight on various posts to make yourself known.

6. Offer deals and promotions

People love discounts because they save money and feel like they're getting access to something exclusive and limited. Some ideas for offering deals and promotions include:

- Using your social media accounts to run coupon ads

- Creating an [email drip campaign](#) that rewards subscribers for access to their inboxes with an exclusive offer

- Throwing in low-stock items or items that are no longer made as freebies on orders over a certain quantity

The most successful promotional campaigns also inspire sharing. When people share offers with their family and friends, they're more likely to be interested since it's coming from someone they know and trust, rather than an ad from an unfamiliar brand. It makes them more likely to redeem the offer and continue sharing with others too.

7. Run giveaways

If people aren't buying your product, consider giving them something for free. That doesn't mean give away thousands of products, but running monthly or weekly giveaways can certainly work to your benefit. Giving someone the feeling that they "won" something is a powerful way to make them choose your product over a competitor's.

Sweepstakes and contests are two different methods to choose from. A sweepstakes involves giving away something to a person selected at random (nothing is required from the person); while the winner of a contest is selected based on judgment.

In comparison, contests tend to be more effective because participants get more involved and engaged. This is great for acquiring new customers because even if someone doesn't win, they've likely put enough effort into their entry that they may be more inclined to make a purchase now.

Both methods are great for building your email subscriber list because to enter you can require an email address. This way, you can send promotional emails if the contest didn't entice them to make a purchase.

8. Showcase testimonials

One of the best ways to acquire new customers is to highlight existing ones. When you have proof that customers have a particularly positive experience, ask them to provide a testimonial in return.
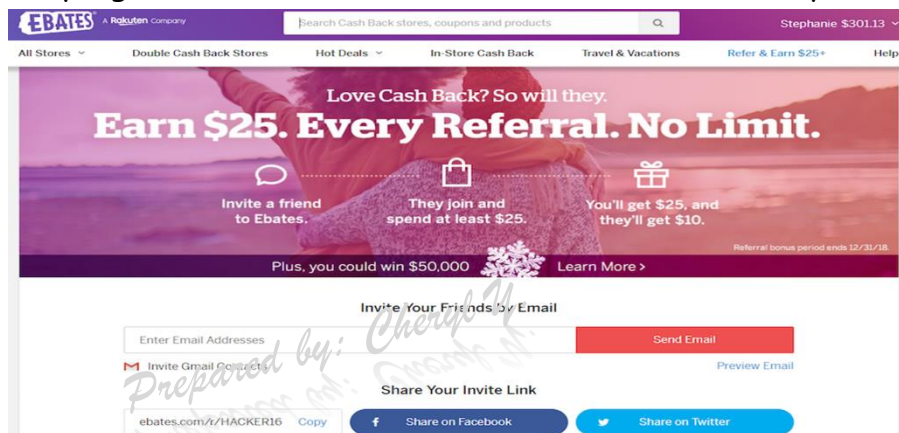
Whether the testimonial is a short quote, review, case study, interview, etc., it's proof that you deliver on your promises and helps prospects feel more confident they can trust you.

9. Ask for referrals

What better way to attract new customers than to use existing ones? But instead of relying on existing customers to evangelize your brand on their own, encourage them with a referral program.

The incentive can be a physical gift, a monetary reward, or a credit, just make sure it's valuable to them. You can't realistically expect valuable customer referrals without giving back something valuable in return.

Ebates' referral program offers members a RM25 reward for every referral they bring in:

Whatever you choose, be sure to specify all terms up front — both the referral terms and the rewards terms.

10. **A/B test everything**

A/B testing is crucial in determining which strategies and campaign components produce the highest numbers of conversions.

To get the most out of your A/B testing efforts:

- Mark each new test in Google Analytics

- Have a standard time frame how long you run each test and how many visitors must experience both versions

- Create a process for executive approval to announce the winner

- Move on to the next element to test

- Repeat as needed

It's important to test every facet(刻面) of your campaign or strategy. For example, not just the post-click landing page copy, but the page's entire layout. The more you know about the performance of your efforts, the more control you have over the end results.