

Post-Event Assessment

Congratulations on completing another event! Use this form to track what went well (and what didn't), determine your immediate next steps, and make improvements for your next event.

Event Name:

Event Date:

Location:

Organizer Name:

Phone:

Is this an annual event?

Yes

No

Was a professional
photographer present?

Yes

No

*If yes, make sure to contact them or the
event organizer to request photos!*

Table setup

*(Include table size,
decorations, and any
marketing collateral you
brought, including giveaways)*

Products offered:

Best-selling product(s):

Most-asked questions:

Questions I found hard to answer:

Ideas and Inspiration:

(When you browsed the event and looked at other vendor tables, what stood out? What ideas did you get for your next event?)

of new email subscribers:

Total Expenses (\$):

Total Revenue (\$):

Top 5 Follow-Ups:

(Who are the top 5 people you want to connect with after this event? List their names and phone numbers, and commit to contacting them within 7 days.)

- 1.
- 2.
- 3.
- 4.
- 5.