

Your Go-To Event Debrief Template

Share this template with your core planning team to gather diverse perspectives and ensure all aspects of your event are thoroughly evaluated. You can fill in the template digitally or print it off — whatever you prefer.



Event details

The following event details will ensure you take a targeted approach to your event debrief. It also provides a structured purpose for your events team to revisit goals, align results, and extract the most meaningful event data for analysis.

Event name:

Event date:

Event location:

Event goals, objectives, or KPIs:

Focus areas for event debrief:

E.g. Registration, engagement, sponsor retention, content delivery, etc.

Event data to analyze:

E.g. Post-event survey, registration statistics, session engagement, leads, etc.

What worked well?

The purpose of this exercise is to identify and acknowledge the successes of your event. Understanding what worked well helps you recognize effective strategies and practices that can be replicated in future events.

What didn't work well?

The purpose of this exercise is to identify the challenges and areas where the event fell short. Recognizing what didn't work well helps you pinpoint issues that need addressing and provides an opportunity to learn and improve.

What could we do differently?

The purpose of this exercise is to brainstorm actionable solutions and improvements for future events. By reflecting on both successes and challenges, you can develop strategies to enhance your event planning and execution.

Event debrief questions

Utilize the following questions to guide your event debrief — your areas of focus should be governed by your event goals and objectives.

Objectives and Goals

- Did the event meet its primary objectives?
- Were the event goals clearly communicated to all team members and stakeholders?
- How well did the event align with the overall strategy and brand message?
- Were the key performance indicators (KPIs) achieved?

Registration and Attendance

- Was the registration process smooth and efficient?
- Were there any issues with the registration platform?
- How did the actual attendance numbers compare to the expected numbers?
- What was the no-show rate, and what were the reasons for no-shows?

Planning and Preparation

- Was the planning timeline adequate?
- Were all deadlines met during the planning phase?
- How effective was the project management process?
- Were there any major challenges during the planning phase? How were they resolved?
- Did all team members understand their roles and responsibilities?

Venue and Logistics

- Was the venue appropriate for the event?
- Were there any logistical issues with the venue?
- How was the overall layout and flow of the event space?
- Were there any challenges with accessibility or accommodation?

Marketing and Promotion

- How effective was the marketing strategy in attracting attendees?
- Which promotional channels yielded the best results?
- Were there any challenges in executing the marketing plan?
- How did the actual attendee demographics compare to the target audience?

Program and Content

- How engaging was the event program?
- Which sessions or activities received the most positive feedback?
- Were there any issues with the scheduling of sessions?
- How well did the speakers or facilitators perform?
- Were there any technical issues during the presentations?

Attendee Experience

- What was the overall attendee satisfaction rating?
- What feedback did attendees provide about their experience?
- Were there sufficient networking opportunities?
- How effective were the event app or digital tools in enhancing the attendee experience?

Vendors and Partners

- How well did the vendors and partners perform?
- Were there any issues with vendor deliveries or services?
- How satisfied were the vendors with the event?

Budget and Financials

- Was the event within the allocated budget?
- Were there any unexpected costs? If so, what were they?
- How effective was the budget tracking process?
- What was the return on investment (ROI) for the event?

Technology and Equipment

- How reliable was the event technology (AV equipment, internet, etc.)?
- Were there any technical difficulties? How were they resolved?
- How effective was the event app or virtual platform?

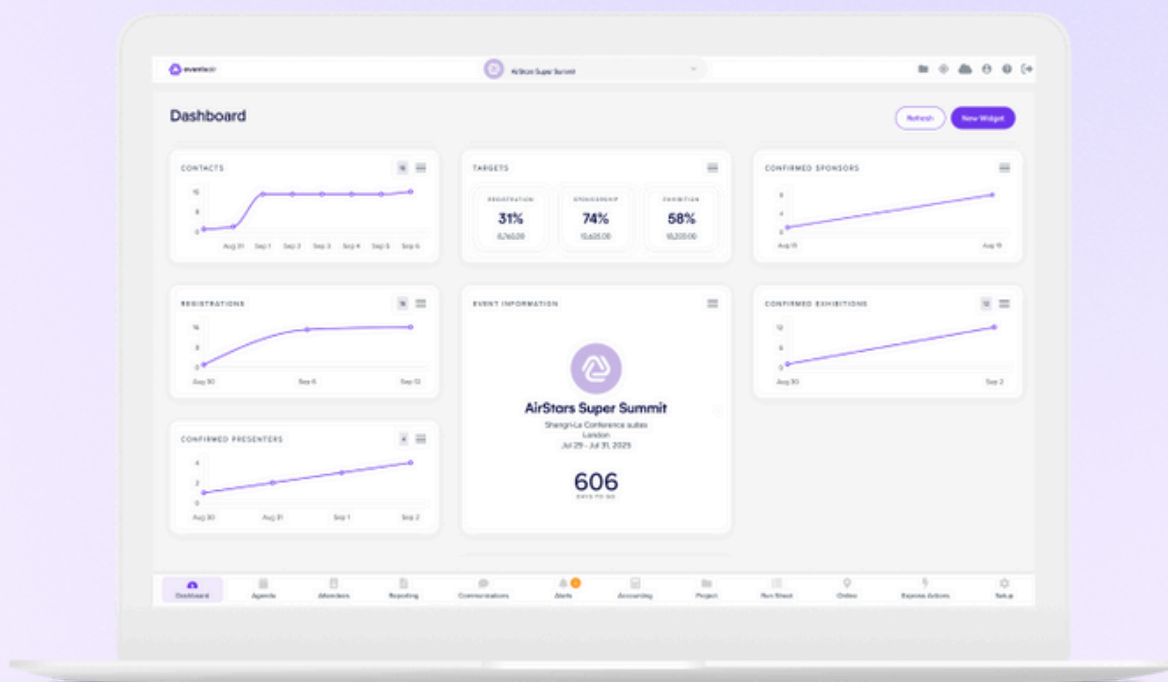
Post-Event Follow-Up

- How effective was the post-event communication strategy?
- Were all thank-you notes and follow-up emails sent promptly?
- How well were post-event surveys conducted and analyzed?
- What were the key takeaways from the post-event feedback?

Overall Performance & Improvements

- What were the major successes of the event?
- What were the main challenges or areas for improvement?
- How well did the team work together?
- What lessons were learned that can be applied to future events?
- What new ideas or innovations could be considered for future events?





Looking to **update** your event tech?

At EventsAir, we understand the importance of a structured debrief process that is aligned with your internal goals. With features like real-time analytics, customizable surveys, and detailed reporting tools, EventsAir supports you every step of the way, from planning to post-event analysis.

If you would like to understand how we can help you streamline your event management processes, from initial planning to event debrief, schedule a demo with one of our team members today.

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