



UNIT-5

Gathering Feedback and Closing the Event

Learning Outcomes

By the end of this unit, the learner will be able to:

- ✓ Explore how to design feedback and post evaluation survey of the event.

Unit 5

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Gathering Feedback from Delegates

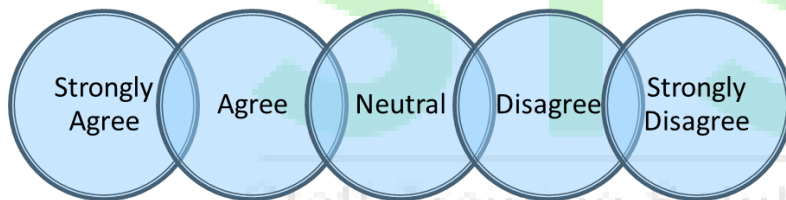
Feedback is an essential part of your event. It can be done on several levels. When you gauge people's reaction to an event, you are getting their initial thoughts on how much they liked what they experienced. While that won't really tell you what they learned, it is essential that they enjoy the experience if they are going to engage.

There are several formats that event planners use to evaluate their corporate events.

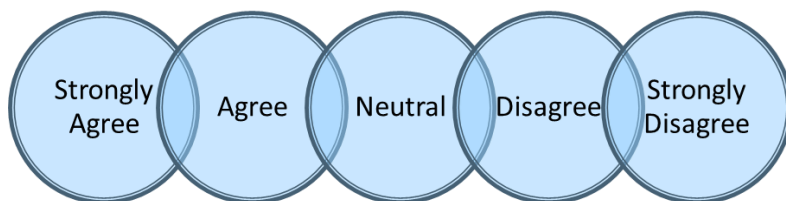
Quick Response

At the end of each session in the event, you can include a continuum that asks participants to quickly rate the segment. This gives you feedback on the room, session leader (speaker, trainer, yourself), and any other elements that you want to measure. You can do this in terms of "smiles" on the page, or a rating like the one below.

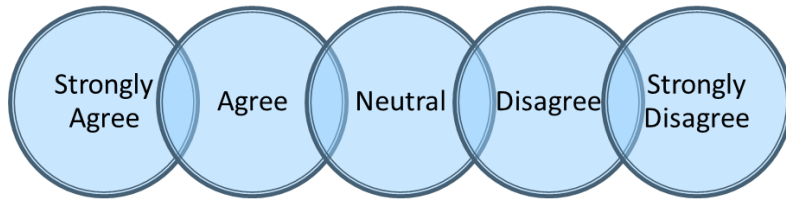
The room was very comfortable during this session.



The speaker was effective and engaging during this session.



This session moved along at just the right pace.



Another way of using the continuum is to place it on a wall. The five degrees may actually be posted via flip chart sheets at five wall positions or just pointed to in a general way: "Strongly Agree is here," "Agree is here," etc. Then let participants position themselves physically, in relation to the five degrees, to indicate their reaction or feeling about a given evaluation question.

Formal Survey

For a more formal analysis, you can create a form with a few more details. Here is an example from a training **workshop**.



Course: _____

Date: _____

Instructor: _____

PLEASE INDICATE YOUR CHOICE WITH AN X:

1. Strongly agree
2. Agree
3. Not sure
4. Disagree
5. Strongly disagree

| QUESTIONS | 1 | 2 | 3 | 4 | 5 | N/A |
|--|---|---|---|---|---|-----|
| The materials were clear and easy to read. | | | | | | |
| The transparencies and/or videos reinforced the course content. | | | | | | |
| The hands-on scenarios helped you understand the course content. | | | | | | |
| The instructor was prepared and knowledgeable. | | | | | | |
| The instructor was gave clear instructions and answers. | | | | | | |
| The instructor held your interest through the training course. | | | | | | |
| The classroom facilities were clean and comfortable. | | | | | | |
| You had enough time to finish each activity. | | | | | | |
| The training course taught you what you wanted to learn. | | | | | | |
| You would send others to Acme Training. | | | | | | |

Suggested Improvements

Think about this comment: Much of the time, we really don't want honest feedback. We want complimentary feedback. We want to show our bosses or clients what great work that we do. And so, when constructive feedback arrives, we take it very personally and may feel attacked, or like all the good work we have done went unnoticed. Of course, usually the good work did not go unnoticed, and getting honest feedback is the only way we'll know what could improve from the delegate's perspective.

How can we get honest feedback?

How can we see feedback as constructive and not as a personal attack?

Event Day Roles

Things to Do

You've done all the planning, everyone's ready, and the delegates are about to arrive. What to do?

When the planning goes well, you might actually find the event itself anti-climactic. All that energy has been spent in ensuring that things go smoothly, so you can relax a little.

Your job during the event is to be the on-site coordinator and troubleshooter just in case something goes wrong. If people are getting lost on the way to the event, you can send them directions with your cell phone. If a volunteer gets ill and cannot sit at the registration desk, you must find someone else who can fill in. (At a small event, you might sit at the desk for a while yourself.) Someone needs batteries? You've got it covered.

We do recommend that you have some kind of emergency fix-it kit with you on event day. This includes all of the things that you think somebody (a delegate, speaker, sponsor, volunteer, or even yourself) might need. Things to include:

- Batteries (for lavalier-style microphones, walkie-talkies, etc.)
- Nail polish (in case someone gets a run in their pantyhose)
- Wet wipes (good for all kinds of things)
- Breath mints
- Small bottle of hair spray
- Needle and thread kit (miniature ones from hotels are ideal)
- Hair elastic and bobby pins
- Paper clips
- Safety pins
- Felt markers
- Masking or painter's tape
- Bandages
- List of phone numbers to closest medical clinic/hospital and taxis

Test Your Knowledge

Other Items

Managing Your Image

You're planning an event, and whether you like this work and want to do it all the time, or you just get the opportunity now and again, part of your role is to impress your customer, client, and delegates with what you've organized. Remember your commitment to service, and that the image that you project (someone who is calm, cool, and collected) will be noticed by the people around you. Don't let them see you sweat, even if you are in a mild state of panic!

Make sure that you look like the person responsible for all these things going on. Even at a casual affair, you want to make a point of looking good. You don't have to buy a new outfit, but make sure that what you are wearing is clean, pressed, and sharp. Wearing layered clothes helps you to adjust easily in case the venue is too warm or too cold (and if it is, you'll need to speak with the venue coordinator and get it sorted out!). Shoes need to be polished. Whether you are male or female, we strongly recommend comfortable shoes that are broken in. For women, keep the heels low enough that you can maneuver for the entire day.

Test Your Knowledge

Think of event planners who handle their image well.

What are they wearing?

What are they projecting?

What's suitable for your upcoming events?

Closing the Event

Creating the Conference Report

Before lunch we spoke about evaluating the event from the delegate and client point of view. Now we're going to look at it from the event planner's point of view. The conference report is a bit like writing your own report card. It is an essential part of your event.

The conference report is a complete debrief of the event. As the planner, you'll need to look at the event planning worksheet and fill in anything missing. Then look at the other worksheets that you have created (like budget and contract lists) and fill in anything missing there, too. Depending on who your client is, or where the report goes, you may include rich details, or it may be a brief summary. Make sure your report is honest and complete. Include feedback that you received as well as compliments. All of these details are very important, especially if an event like this is planned in the future.

A conference report will usually include:

- Client's name and contact information
- Event name and date
- Venue name and facility (hotel, conference center, meeting room, etc.)
- Budget and overages or savings (usually presented as a balance sheet)
- Confirmation that all invoices are paid
- Logistics of the event
- Attendance (planned and actual)
- Food, bar, and refreshment numbers (including schedule and number of delegates)

- Office, audio, and business equipment booked and used
- Staging and decorations
- Breakout sessions
- Entertainment
- MC and speakers
- VIPs or special guests
- Accommodations booked and used
- Transportation booked and used
- Registration (prior to event, early bird, and on-site)
- Vendors
- Partners and sponsors
- Volunteers and paid staff
- Evaluation results

Test Your Knowledge

Other Ideas

You don't have to do all the writing yourself. Remember to use your committee members and have them complete a report on their responsibilities and any problems they encountered. You can summarize their comments into the final report.

Lastly, add your own evaluation of the event. Include what went well and what you would do differently in the future.

Holding the Post-Event Meeting and Thanking Those Involved

Depending on the size of your event, and the length of planning time that was involved, you may want to arrange for a post-event meeting with the members of your committee and potentially your manager. This is a good time to review successes, discuss any difficulties, and look ahead to how things can be managed next time. It's also one way to thank your committee members or planning team for all their hard work.

This meeting could be extended by hosting an event of its own afterward, with time for expressions of thanks and recognition of committee members and volunteers, a little food, and whatever else that you decide will be important. When we are busy, or return to the office at the conclusion of a large event, we might be too tired to think much about thank-yous, but these are an essential part of any event planners job.

Test Your Knowledge

Think of the next event that you will plan (or one that you just completed recently). What forms of recognition would be a good fit for all that help that you received?

Further Reading: