

# Event Wrap-Up Guide

## GENERAL INFORMATION

Event:

\_\_\_\_\_

Event  
Objective

\_\_\_\_\_

Theme:

\_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Target Audiences:

\_\_\_\_\_

Individuals Responsible:

Assignments:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## AUDIENCE BUILDING

Date invitations mailed: \_\_\_\_\_ Number mailed: \_\_\_\_\_

Date flyers/posters displayed: \_\_\_\_\_ Number displayed: \_\_\_\_\_

on campus \_\_\_\_\_

off campus \_\_\_\_\_

DATE(S) ANNOUNCED IN NEWSPAPERS (list each individually):

DATES ANNOUNCED ON RADIO/TV (list each individually):

## FINAL ATTENDANCE INFORMATION

Estimated # of:

Trustees \_\_\_\_\_

Faculty \_\_\_\_\_

Students \_\_\_\_\_

Staff \_\_\_\_\_

Alumni \_\_\_\_\_

Donors \_\_\_\_\_

Community Civic Leaders \_\_\_\_\_

Community Business Leaders \_\_\_\_\_

Other \_\_\_\_\_

Total Attendance \_\_\_\_\_

**BUDGET/EXPENSE INFORMATION**

Overall budget for event: \_\_\_\_\_  
Income goal (if applicable): \_\_\_\_\_  
Budgeted Actual: \_\_\_\_\_  
Expenses Amount Expenses: \_\_\_\_\_  
Printed materials: \_\_\_\_\_  
Design & type: \_\_\_\_\_  
Printing: \_\_\_\_\_  
Postage: \_\_\_\_\_  
Speaker/Presenter Fee: \_\_\_\_\_  
Speaker/Presenter Travel/Hotel: \_\_\_\_\_  
Speaker/Presenter Hospitality: \_\_\_\_\_  
Food/Catering \_\_\_\_\_  
Rentals (tables, chairs, dishes, staging) \_\_\_\_\_  
Services (valet, servers, bartender, security) \_\_\_\_\_  
Flowers/Decorations/Banners/Flags \_\_\_\_\_  
Photographer/Videographer \_\_\_\_\_  
Music/Entertainment \_\_\_\_\_  
Audio/Visual Equipment \_\_\_\_\_  
Exhibits/Tenting/Other Set Up \_\_\_\_\_  
Premiums/Awards/Gifts \_\_\_\_\_  
Miscellaneous \_\_\_\_\_  
  
TOTAL COST \_\_\_\_\_  
Income (if applicable) \_\_\_\_\_  
Cost Per Person \_\_\_\_\_

**PUBLICITY GENERATED FOLLOWING EVENT**

Radio/TV/Newspapers/Other:

**COMMENTS**

Elements that worked well:

Elements that were not successful:

Overall comments and recommendations for future events:

**Thank You Notes**

Date \_\_\_\_\_

To \_\_\_\_\_

Date \_\_\_\_\_

To \_\_\_\_\_

Date \_\_\_\_\_

To \_\_\_\_\_

Date \_\_\_\_\_

To \_\_\_\_\_