



Post-Event Checklist

A ROAD MAP FOR FUTURE SUCCESS

Before the Event

1 KNOW WHAT TO MEASURE

You'll miss a big opportunity if you're not focused on capturing the information you need at the event, so make sure you know what's important and what your KPIs (key performance indicators) are. Knowing how you're going to evaluate your event will help focus your analysis after the event. Metrics you could look at include registration numbers, mobile app usage, sponsorship revenue, % of expo booth spaces filled and post-event survey scores.



2 COLLECT THE DATA YOU NEED

Create templates—PowerPoint and Excel work great for this—for entering your data into a post-event report. This will keep your data collection efforts on track and ensure you have the information you need after the end.

During the Event

3 TAKE NOTES

Keep a running note on your phone during the event and keep track of what's working well, where the pain points are, and what questions you're receiving. This will preserve useful nuggets of information you would otherwise forget by the time you review the event.



4 CONDUCT A FOCUS GROUP

On the last day, invite a diverse swath of attendees to a breakfast or lunch and pick their brains about their experiences at the event. Their observations will be sharper and fresher while still at the event, and you'll get feedback that will prove invaluable later.

After the Event

5 TAKE A BREAK

We call it "show-down"; you're going to crash post-event and probably even get a bit depressed. It's totally okay! You've worked so hard on this for so long, it's completely normal to feel letdown when it's over. Take some time (a week or 10 days) and focus on yourself. Take a vacation and sit on a beach with your phone off and a tropical cocktail in your hand. You both deserve and *need* this break. Taking time away will help you recharge and reenergize—and keep you from getting burned out.



6 READ THROUGH YOUR NOTES

When your break is finished, get back into the swing of things by reading the notes you kept during the event. This will awaken your brain and seeing your ideas and thoughts will get you excited to start on your next event.

7 REVIEW YOUR RESULTS

Now is the time to populate those templates you created pre-show (aren't you glad you created them?). There are a lot of sources of data to review. The most important one is evaluations, but don't forget about things like social media. You can search on Twitter for candid in-the-moment opinions about your event. Be sure you're spending enough time on review—taking the time to fully understand what worked and what didn't at your event is critical to the success of your event next year.

8 TELL THE STORY

It's much easier to digest a story than a spreadsheet full of numbers, so use your data and notes to tell the story about your event. Create an actual narrative that tells what happened, what worked, what didn't, and where the opportunities are for improvement. I like to use PowerPoint for this since it's easy to use and its well suited for telling a story with a mixture of images, graphics, and data. This story will help give you a holistic overview of your event and focus your thoughts on how to improve it next year.

9 PLAN YOUR GOALS & OBJECTIVES FOR NEXT YEAR

This is the first step in your next event but its closely tied to your last event. You now know what worked and what didn't, and you probably have a pretty good idea of the changes you want to make. Use this knowledge to help navigate the hundreds (or thousands!) of trade-offs possible. Paint a picture of what your event looks like in a perfect world, describing it in as much detail as possible. Create the highly specific and measurable goals and objectives that will guide your next event.

About Hubb

Hubb brings order to the chaos of content management for meetings and conferences. Our flagship cloud-based software platform uses simple, automated workflows to streamline collecting, managing and marketing of all event content from speakers to sessions to sponsors. Hubb is a platform that allows you to administer calls for papers, abstract grading, session and speaker management, and content marketing. The software scales to the needs of events of all sizes, and it integrates easily with other event technologies to ensure all content is consistent and up-to-date. Founded by veteran event management professionals, Hubb makes its headquarters in Vancouver, WA.

