

**The forum for conference organisers in the public sector.
4th June 2007 – Round table discussions**

**The key success factors that determine if your event
objectives have been achieved.**

Understanding the objectives and planning in advance.

- Know your clients objectives
- Ensure that the objectives are clear before the event and that everybody understands what the event is trying to achieve.
- If you are unsure of what your objectives are then it is harder to measure achievement.
- Develop an event plan to meet the objectives.
- Good communication with delegates.
- All staff involved are well briefed and understand what you are trying to achieve and their role.

Evaluating your event and getting feedback.

- Provide an evaluation form in the delegate pack and encourage delegates to fill it out as they go along. Remind them to complete it before they leave. Ask both open and closed questions to get a range of responses and ideas. Analyse these forms.
- Measure quantifiably so that you can produce statistics. Keep the options tight. If you are using a choice of 1 to 5 most delegates will sit on the fence and opt for a 3. 1 to 4 makes it difficult for them to sit on the fence.
- Consider using voting technology at the event to provide instant feedback and statistics on whether your objectives have been met.
- Get feedback from the speakers and presenters.
- Get feedback from the venue.

Other indicators.

- Positive feedback from all participants is a useful indicator.
- Was there a 'feel good' factor at the event? Were delegates visibly engaged, stimulated and relaxed.
- Observe interaction between delegates
- Audience participation was high. Did they ask questions or taking part in activities including discussion groups, using voting technology etc
- Ad hoc comments on the day.
- Letters and emails after the event with feedback.
- The speakers enjoyed it.
- Was part of your plan to get PR or media coverage and did you get the coverage that you wanted.
- Good provision of networking and learning opportunities
- If it is an annual event can you see progression. Is interest sustained and are numbers of attendees increasing?

Measuring impact and understanding.

- Has the information been disseminated adequately? It is useful to check understanding. This can be done on the day using voting technology, feedback forms etc. A research questionnaire several weeks or months after the event can check that the information has been disseminated or has been understood.
- Can you measure a change in attitude or behaviour as a result of the event? For example: uptake of a new service or policy, an increase in website hits or improvement in practice. This can be measured if there is a change in existing relevant statistics or by doing some research several months later.

Attendance at the event

- High attendance and high conversion from booking to actually attending.
- If they are still there after 3pm.
- If they are still there at the end.
- Did you set a realistic audience target? Did you reach the target number of delegates?

- Did the audience profile meet your expectations as well as numbers? It is important to identify who the conference is aimed at and make this clear in all communications.
- Return delegates – if the event is annual or occurs regularly.
- Delegates recommended the event or conference to other colleagues.
- Did the delegates understand all your pre event instructions.

The venue

- The equipment works
- The venue met your expectations.
- Ask the venue for feedback too.

Important Points

- The event comes within budget.
- Did you meet your client's objectives? It is essential to have a close out or wash up meeting with your client to ascertain if their objectives and aspirations have been met.
- Share feedback with everybody involved.
- What would you do differently if you were doing it again?
- Compile a report incorporating all the points highlighted above.