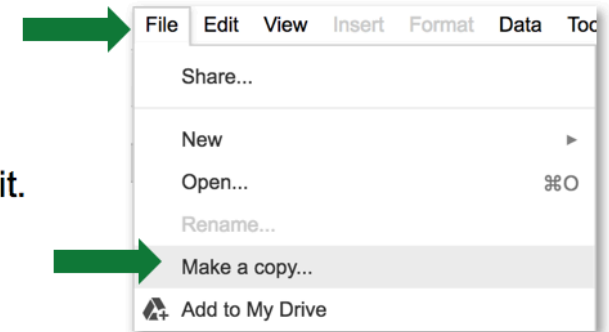


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AFTER ACTION REPORT TEMPLATE

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Example, page 3.

AFTER ACTION REPORT TEMPLATE WITH EXAMPLE DATA

PROJECT	SCOPE	OBJECTIVES	STAKEHOLDERS
Positive Charge social media campaign	Social media campaign budget review	Determine if we stayed on budget. Identify where we can save money.	Positive Charge marketing team and executives
WHAT DID WE EXPECT TO HAPPEN?	WHAT HAPPENED?	WHAT WENT WELL AND WHY?	WHAT AND HOW CAN WE IMPROVE?
We expected to stay within a \$9000 per month budget for our social media campaign.	We stayed within budget during the first month of the quarter. We were \$1000 over budget in the second month and \$2000 over in the last month.	We stayed within budget for the first month because our market estimates were correct.	We need to factor in the rising costs of advertising on social media platforms due to inflation and other factors. We will anticipate cost increases by increasing our budget.
CONCLUSION	ACTION PLAN		
We need to be more flexible with our budget and anticipate rising costs.	Propose budgets for different social media campaign cost estimates each quarter.		

AFTER ACTION REPORT TEMPLATE

PROJECT	SCOPE	OBJECTIVES	STAKEHOLDERS
WHAT DID WE EXPECT TO HAPPEN?	WHAT HAPPENED?	WHAT WENT WELL AND WHY?	WHAT AND HOW CAN WE IMPROVE?
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AFTER ACTION REPORT TEMPLATE WITH EXAMPLE DATA

PROJECT Positive Charge social media campaign	SCOPE Social media campaign budget review	OBJECTIVES Determine if we stayed on budget. Identify where we can save money.	STAKEHOLDERS Positive Charge marketing team and executives
WHAT DID WE EXPECT TO HAPPEN? We expected to stay within a \$9000 per month budget for our social media campaign.	WHAT HAPPENED? We stayed within budget during the first month of the quarter. We were \$1000 over budget in the second month and \$2000 over in the last month.	WHAT WENT WELL AND WHY? We stayed within budget for the first month because our market estimates were correct.	WHAT AND HOW CAN WE IMPROVE? We need to factor in the rising costs of advertising on social media platforms due to inflation and other factors. We will anticipate cost increases by increasing our budget.
CONCLUSION We need to be more flexible with our budget and anticipate rising costs.		ACTION PLAN Propose budgets for different social media campaign cost estimates each quarter.	

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