

Note: this template is set to view-only. You can download it or make a copy in order to edit it to make it your own

Event Report Template

Event reporting is not just some paperwork obligation. It can elevate your event planning game to new heights.

Executive summary

<Think of the executive summary as your event report's teaser.>

Event overview and background

<Set the stage by providing important context, like the event's purpose, target audience, and any relevant backstory.>

Event objectives and purpose

<Remember those goals you set as you were planning your event? Here's where you showcase how you conquered them.>

Pro Tip: Use Eventbrite's **data analytics** to back up your conclusions with hard numbers.

Event highlights and key moments

<Share the most unforgettable moments, experiences, and activities that made your event shine.>

Attendee profile and demographics

<Who were the lucky folks who experienced your event?>

Engagement and interaction metrics

<Share your metrics like attendance rates, session participation, and social media interactions.>

Pro Tip: You can use **Eventbrite's third-party analytics** integration feature to connect your Eventbrite account with your preferred analytics tool.

Financial summary and budget analysis

<Provide a comprehensive overview of your figures, showcasing the budget, revenue generated, and expenses incurred.>

Pro Tip: Use Eventbrite's **ROI calculator** to discover how much more revenue you can generate.

Marketing and promotion strategy

<In this section, you should evaluate the marketing and promotion efforts you employed to make your event the talk of the town.>

Post-event analysis: The path to growth

Key successes and achievements

<Take a victory lap and highlight your event's accomplishments.>

Challenges and areas for improvement

<Discuss the challenges you encountered and how you overcame them like a true entrepreneur.>

Lessons learned and best practices

<Share the valuable insights you gained from planning and executing your event.>

Impact on future events

<Share how your event's outcomes and insights will shape future events?>

Appendices

List of sponsors and partners
<ul style="list-style-type: none"> • • •

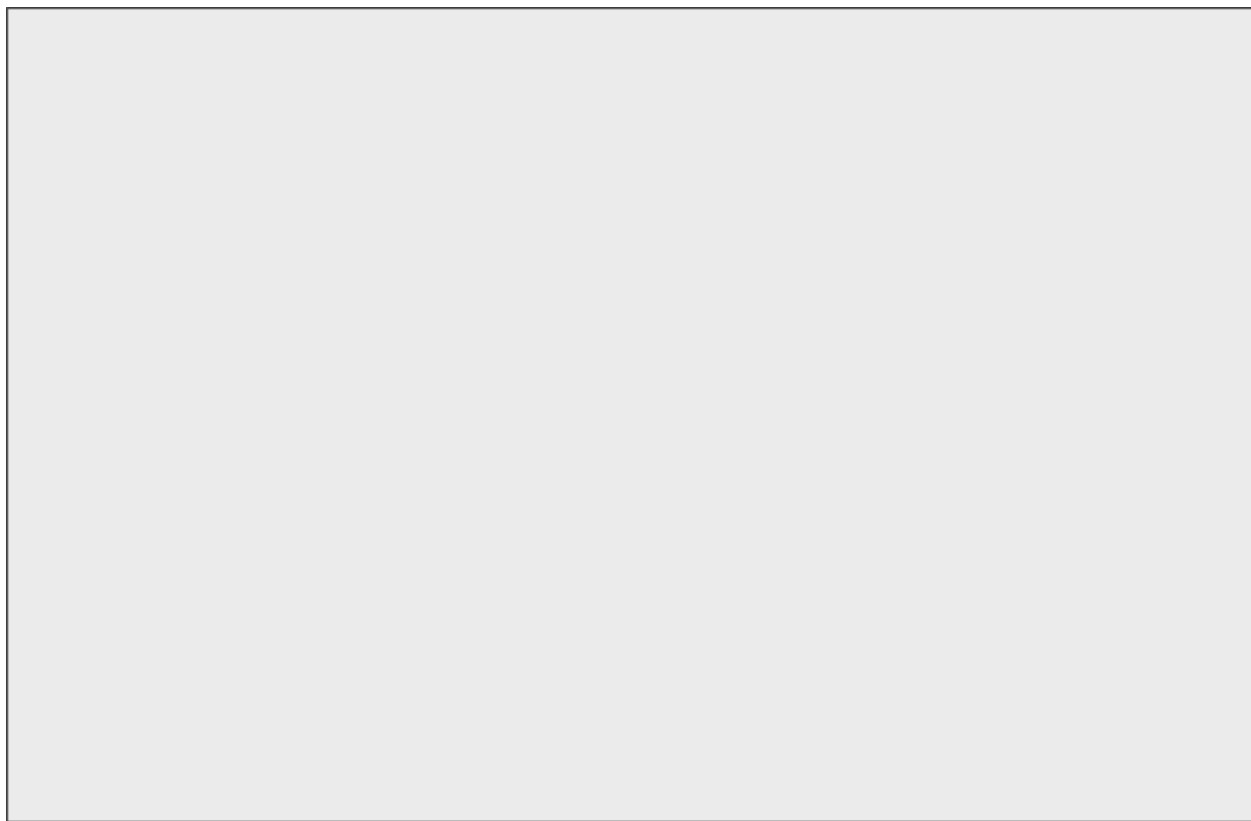
Event agenda and program
<ul style="list-style-type: none"> • • •

Media coverage and press release links
<ul style="list-style-type: none"> • • •

Post-event survey results	
<Name of Attendee>	<Feedback>

Event photos

<Here’s the place for that extra visual excitement.>



Interviews

<This could be an attendee interview, a speaker, a performer, or anybody representative of your event.>

<Interviewee Name>	
<Question>	<Response>