

EVALUATION TEMPLATE

Program

Did the event achieve its mission?

To what degree did the event achieve its program goals and objectives?

Evaluate the artistic quality of the event.

Describe the attendee's response to the event.

Evaluate the event's impact on patrons.

Was the event's design effective in meeting needs of artists', participants' and patrons'?

Technical/Logistics

Evaluate the site/location in terms of:

- Suitability for event needs
- Size for accommodating audience and program
- Aesthetics
- Accessibility
- Visibility
- Image
- Cost

Evaluate the date in terms of:

- Availability of desired spaces(s)
- Conflicts with other programs competing for the same audience
- Planning and implementation time
- Weather risks

Comment on logistical aspects of the event. Comment on availability, affordability, skills needed, manageability.

- Space design
- Permits/licenses/regulations
- Equipment
- Security
- Insurance
- Amenities
- Information/signage
- Utilities

- Special services required

Marketing

What are the event's attendance figures? How does this compare to projected attendance?

Who is the event reaching?

- Age
- Racial/ethnic composition
- Income
- Geographic draw
- Lifestyle
- Values

Is the event sufficiently reaching its primary targeted audience(s)? If not, why not? Evaluate product, price, place, and promotion.

Evaluate the effectiveness of the marketing tools used.

- Publicity
- Promotion
- Public relations
- Advertising

Administration

Evaluate the personnel needs of the event:

Does the event have a board of directors?

Was there collaboration with any other organizations? Did the collaboration achieve the anticipated objectives for all collaborators?

How much time is invested in this event?

Board ___ days ___ weeks / Staff ___ days ___ weeks / Volunteers ___ days ___ weeks

Is this more or less than planned?

How did this impact on the organization?

Finances

Evaluate the finances of the program:

Did the event meet its financial objectives?

If it did not meet financial objectives, why not?

What income sources are realistic to support the costs of this event?

Earned program revenues \$ _____

Business/corporate \$ _____

Foundation \$ _____

Public funding \$ _____

Individuals (fees, donations) \$ _____

In-kind \$ _____

Implementation

What are the risks to implement this event?

Evaluate the timeline and planning of this event?

Was there enough time to plan and implement the program?

How does the work for this event relate to other things going on in the organization?

What unanticipated occurrences should be part of the plan for subsequent events?