

vFairs Post-Event Debrief Template

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[Insert Event Name Here]

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Event Name:	
Event Dates:	
Venue (physical, virtual, or both):	
Ticket cost (if any):	

High-level event summary:

Goals, objectives, and KPIs:

Achievements:

Audience:	Target Numbers	Actual Numbers
Registrants		
Attendees		

Debrief Report

Giveaways, Food & Beverage	What was offered	Outcome
Notes:		
Learnings and Recommendations:		
Venue		

Notes:		
Learnings and Recommendations:		
Technology		
Notes:		
Learnings and Recommendations:		
Marketing	Target	Outcome
Notes:		
Learnings and Recommendations:		
Speakers		

Notes:	
Learnings and Recommendations:	
Team	
Notes:	
Learnings and Recommendations:	
Sponsorship	
Notes:	
Learnings and Recommendations:	

Branding	
Notes:	
Learnings and Recommendations:	
Engagement	
Notes:	
Learnings and Recommendations:	
Budget	
Notes:	

<p>Learnings and Recommendations:</p>	
<p>Audience Feedback</p>	
<p>Notes:</p>	
<p>Learnings and Recommendations:</p>	
<p style="text-align: center;">Overall Recommendations</p>	
<p>What were the challenges and successes during the event planning process?</p> <p>Notes:</p>	<p>What worked well and what did not?</p> <p>Notes:</p>
<p>Were you able to stay within the given budget guidelines?</p>	<p>Did the event format (hybrid, virtual, in-person) impact the experience?</p>

Notes:	Notes:
How did the event perform compared to the last event? Notes:	Did you meet your registration goals? Notes:
Was the event able to reach audience satisfaction? Notes:	Did the team underinvest or overspend in certain areas during event planning? Notes:
What should we keep doing for future events? Notes:	What should we omit for future events? Notes:

